Segmenting wine consumers using Product Involvement to explore their Motivations to interact with wine brands on Social Media.

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ABSTRACT

As wine demonstrated to be a product with great variations in terms of Involvement levels among its consumers, Product Involvement has been showing to be a reliable and productive segmentation basis (Lockshin et al., 2001). This thesis, therefore, aims to explore whether consumers' Involvement level influence their Motivations to interact with wine brands on Social Media. The objective is to propose a conceptual framework to help understanding how differently involved segments of wine consumers differ in their Motivations to interact on Social Media.

The study is exploratory and quantitative and was conducted with resource to an online questionnaire applied to a sample of 316 respondents of Portuguese wine consumers. Involvement with wine was assessed through McQuarrie and Munson's (1992) scale for Product Involvement and respondents' Motivations to interact on Social Media were measured with the multi-item scale developed by Enginkaya and Yilmaz (2014). Results show that Product Involvement is positively correlated with consumer's Motivations to interact on Social Media.

To explore different levels of Involvement with wine, a Two-Step Cluster analysis was performed, resulting in two differently involved Clusters: the "Wine Lovers" and the "Wine Curious". Consumers with higher wine Involvement levels were therefore found to differ on their Motivations when compared to those with a lower level.

The framework proposed might help wine businesses to better understand the online consumer behavior of differently involved wine consumer segments and subsequently support managers and marketers in developing more effective marketing strategies and ways of interacting with diverging profiles among their customers.

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RESUMO

Vários estudos demonstram que o vinho apresenta grandes variações entre os níveis de envolvimento dos consumidores, sendo que o Envolvimento com o Produto tem sido utilizado como critério de segmentação (Lockshin et al., 2001). Este estudo visa explorar se diferentes níveis de envolvimento com o vinho influenciam as motivações para interagir com marcas de vinhos nas Redes Sociais. O objetivo é propôr um modelo conceptual para compreender como os segmentos de consumidores de vinho diferentemente envolvidos diferem nas motivações para interagir nas Redes Sociais.

O estudo é exploratório e quantitativo e foi realizado através de um questionário online com uma amostra de 316 consumidores de vinho portugueses. O envolvimento foi medido pela adaptação da escala de McQuarrie e Munson (1992) para o Envolvimento do Produto. Nas motivações para interagir nas Redes Sociais, foi adaptada a escala desenvolvida por Enginkaya e Yilmaz (2014). Os resultados mostram que o Envolvimento do Produto está positivamente correlacionado com as motivações para interagir nas Redes Sociais.

Para explorar os níveis de envolvimento, foi feita uma análise *Two-Step Cluster*, originando dois Clusters: os *"Wine Lovers"* e os *"Wine Curious"*. Consequentemente, os consumidores com maiores níveis de envolvimento com o vinho mostraram diferir quanto às suas motivações quando comparados com os menos envolvidos.

O modelo conceptual propõe ajudar as marcas de vinhos a compreender melhor o comportamento online de segmentos com diferentes níveis de envolvimento com o vinho, e contribuir para estratégias marketing e formas de interagir mais eficazes, ao lidar com diferentes perfis de clientes.

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CHAPTER 1: Introduction

1.1 Background

The increase in worldwide wine production resulted in consumers nowadays being presented with a wide array of wine varieties and an innumerable amount brands of both domestic and imported wine (OIV, 2016). As the wine market scenario becomes more and more challenging, it is increasingly important for wine brands to develop effective marketing strategies and reach their target consumers. In a world where a Social Network Site represents a population in size bigger than the biggest of the countries, with 1,7 billion people on Facebook against 1,38 billion in China (SocialBakers, 2016), the importance of Social Media (SM) became unarguable for brands across all product categories including wine. Social Networking Sites, which dominate a significant portion of the time spent online, are now taking part of the communication strategy for many wine businesses. Hence, determining tactics to efficiently make use of such platforms to reach consumers and influence their choice is a trending managerial topic (Laroche et al., 2013).

Wine itself, is a product with a unique and complex nature that has always been showing different patterns on consumer behavior, compared to those for the majority of other consumer goods in the literature (Lockshin, 2003). This adds to the importance of understanding wine consumer's characteristics, consumption patterns and profiles in order to design effective communication strategies. To do so, many efforts in the specific Marketing literature dedicated to wine have been using segmentation, a fundamental step in the process of target marketing, to segment markets into groups of homogeneous consumers with similar behaviors and characteristics (Bruwer et al., 2002). Wine consumers have been segmented based on both demographic and psychographic variables, among which, there is Product Involvement (Aurifeille et al., 2002; Quester and Smart, 1998). Involvement became a relevant concept in the consumer behavior field a few decades ago. It is part of academic research since the mid 60's and it is a variable found to influence consumers' decision making and communication behaviors (Michaelidou and Dibb, 2006). As wine can be considered a product for which the Involvement level is of high importance, presenting great variations among consumers (Brown et al., 2006), segmentation based on Product Involvement appears to be meaningful as consumer profiles and behaviors for different levels of Involvement differ substantially.

1.2 Problem Statement

SM can be used to advertise, deliver branded content or foster and manage customer relationships (Hudson et al., 2015; He et al., 2013). However, to help all brand managers to optimize the process of benefitting from the opportunities offered by these platforms, they must be provided with a much more comprehensive understanding of what drives their consumers to engage in their use (Gangadharbatla, 2008). The same applies to wine brands, with the additional fact that they are dealing with a product of even more complex consumer behavior in the first place (Bruwer et al., 2002). Creating, therefore, the need to understand today's wine consumer in general, and specifically, consumers' psychological Motivations to interact with wine brands on SM.

The research problem that drives the research efforts of this dissertation is, therefore, to explore if Product Involvement also influences Motivations to interact on SM and how segments with different levels of Involvement with wine may differ in their Motivations to interact.

1.3 Aim

The main objective of this research is to explore the existence of segments of wine consumers based on Product Involvement and which Motivations to interact with wine brands on SM better characterize each segment.

To achieve answers to the previous problem and achieve the study's research objectives, the following questions are going to be explored as the core of this dissertation:

Research Question 1: Is there an association between wine Involvement and Motivations ("Brand Affiliation", "Investigation", "Opportunity Seeking", "Conversation" and "Entertainment") to interact with wine brands on SM?

Research Question 2: Are there different segments of consumers based on their wine Involvement?

Research Question 3: In case different segments are identified, what is their socio-demographic profile characterization?

Research Question 4: In case different segments are identified, what are the main Motivations of each segment to interact with wine brands on SM?

1.4 Research Method

The study is exploratory and quantitative. Primary data is the main source of information used to conduct this research. The quantitative primary data derives from the distribution of an online survey, in which 316 participants were assessed on both their level of Product Involvement with wine and their Motivations to interact with wine brands on SM. Product Involvement was assessed through McQuarrie and Munson's (1992) scale and the Motivations to interact on SM were measured with the multi-item scale developed by Enginkaya and Yilmaz in (2014), both adapted for the purpose of the present study. The inherent questions of this research are, therefore, explored with resource to the statistical analysis of the survey's dataset. The population of the study is composed by Portuguese wine consumers above 18 years old, who follow wine brands on SM.

1.5 Managerial and Academic Relevance

Marketing communications are known to have an important role in brand equity (Simon and Sullivan, 1993). In the last decade, both marketing scholars and professionals have become familiar of the potential benefits of SM and the importance of including these channels in the brand communication strategy. However, SM presence may require different strategies and tactics depending on the existing variations in consumer profiles and behaviors (Laroche et al, 2013). Market segmentation, for that purpose, represents an important development within Marketing and has proved to be fundamental in the process of target marketing, both before the Web 2.0 and SM as well as in the current days (Ogbeide and Ele, 2015). Wine brands have been counting on many years of previous research efforts on segmenting the wide spectrum of wine consumer profiles (Bruwer and Li, 2007). Within that scope, previous studies (e.g., Aurifeille et al., 2002; Lockshin et al., 2001) have established the relevance and usefulness of Product Involvement for segmenting wine consumers. However, segmentation applied to the online behavior of wine consumers has not been fully explored yet.

From an academic point of view, this dissertation aims to contribute to the existing scope of wine literature on consumer segmentation, by trying to provide complementary insights on the online behavior of the usually diverging wine consumers (Brown et al., 2006). Simultaneously, it may contribute to the extensive Involvement literature and its research efforts to determine how it interacts with other variables of consumer behavior, through the application of

Product Involvement in a study that simultaneously explores how consumer Motivations to interact with brands on SM vary, and the factors originating those differences.

From a managerial perspective, this dissertation might also be helpful for marketers when trying to better understand wine consumer segments and their online behavior. By knowing how Motivations vary across different Product Involvement levels, managers and marketers in the wine industry will be able to build SM strategies more accurately, considering the differences between consumer segments with different levels of Involvement with wine, by segmenting them and predicting their Motivations and the kind of interaction each consumer segment seeks out. In the Portuguese context, this study might help national or international brands operating in this market by providing insights on how the Portuguese consumers interact with wine brands. More specifically, this could also be of interest of the ViniPortugal and its initiatives, such as Wines of Portugal brand, created in 2010 to promote the national wine in a whole, which communication objectives have been improving the value perception of the Portuguese wines and increase the brands' visibility (ViniPortugal, 2012).

1.6 Dissertation Outline

In the second of the five chapters, a review of some of the existing literature is presented. It aims to provide an overview of the relevant academic findings within the topics covered by the dissertation. The first theoretical background is given on the Web 2.0 and SM, followed by a contextualization of the wine industry. Lastly, Product Involvement is introduced as a concept, followed by an overview of how it applies specifically to wine, and lastly, the wine consumer segmentation efforts based on Product Involvement are covered. With that theoretical background as a basis, research questions are formulated about the relationship between wine Involvement and consumer Motivations to interact with wine brands on SM, as well as about the existence of differently involved wine consumer segments and how they may vary on their Motivations to interact.

Chapter three describes the methodology employed throughout the whole the research and in chapter four the results obtained are presented and discussed, while trying to answer the questions previously proposed in chapter one. Lastly, chapter five highlights the main conclusions of the study, remarks its limitations and suggests some future research directions.

CHAPTER 2: Literature Review

2.1 Web 2.0 and SM Emergence

With 3,42 billion users worldwide, Internet has a penetration rate of 46% (We are social, 2016). In Portugal concretely, 71% of the population is an internet user (Google Consumer Barometer, 2016) and SM ranks second in the list of predominant online activities: Portugal's most frequently accessed website is Google which is followed by Facebook (Marktest, 2016). These and many other aspects of the current digital landscape, primarily owe their rise to the internet adoption. The phenomenal growth of internet adoption in the last two decades led to significant and ongoing changes in the way consumers behave (Constantinides and Fountain, 2008). The overload of publicly available information and the multiple ways of interaction changed the way information flows and, consequently, the communication between brands and consumers also changed. This means consumers are no longer passive receivers of broadcasted brand communications (Berthon, 2012). Nowadays advertisers are eager to foster conversations about brands and engage audiences on a level that is completely different from the one-way passive traditional media (Gangadharbatla, 2008).

This communication shift is mainly a result of the rise of Web 2.0, a term that was first used in 2005 by O'Reilly, and its easily accessible structure for the users to discuss, create and share content (Akrimi and Khemakhem, 2012; Fournier and Avery, 2011). It is from the ideological and technological foundations of the concept of Web. 2.0, that SM derived (Kaplan and Haenlein, 2008). Social networks are web-based services which allow users to build a public or semipublic profile with subsequent interaction with other users (Boyd and Ellison, 2008). Therefore, SM, in practice, refers to a variety of activities and behaviors among communities of people who gather online to share information, knowledge, insights and opinions through conversational media, whether based on words, pictures, videos or audios (Safko and Brake, 2009; Lai and Turban, 2008; May). The deriving opportunities created by SM for businesses have been explored (Mayfield, 2008). Solely, the advent of Web 2.0 has been stated to have an impact on the business world, since its technologies facilitate the co-creation of the value by the buyer and the seller and, ultimately, because it allows the consumer to become a co-builder of experiences (Royo-Vela and Casamassima, 2011). Among the many advantages brought, are often highlighted both the potential

to reach thousands of customers with little cost, and, the targeting capabilities through the access to individual information about lifestyle and preferences. The positive impacts of these platforms on brand equity and companies' profitability have also been proved. Several studies over the years demonstrated that participation in social virtual communities positively influences brand loyalty (Laroche et al, 2013). Seshadri and Tellis (2012) were even able to conclude that USG had an evident effect on company returns, even if this effect is stronger for negative metrics of USG than for positive metrics. In fact, SM simultaneously presents some drawbacks once customers are becoming more powerful than ever before and get easily involved in negative word of mouth and harmful online complaints (Laroche et al, 2013). Brands can also be seen as "uninvited crashers" by consumers, by invading and interfering with the connectivity environment maintained among consumers (Fournier and Avery, 2011).

Nonetheless, these relatively new media channels represent a challenging object of study as its landscape is permanently changing and as consumers dedicate increasing amounts of their time and attention in those platforms.

2.2 Wine Industry

The world's total production of wine mainly concentrates in France, Italy, Spain and United States, countries which positions in the production rank have been stable over the last few years except from Italy which took over France's first position in 2015 (OIV, 2016). Together the four countries have been producing around 63% of the world's total, from 2011 to 2014. In the same period, Portugal, presented a 11,2% increase in production and as of 2014, ranked 12th. In terms of consumption, the USA leads the table with 13% of the worldwide consumption and is followed by France which consumes slightly over than 11%. The Portuguese consumption ranks 13th and represents 1,82% of the world (Trade Data and Analysis, 2015, 2014). The Portuguese market for wine accounted already 325.911.534€ in sales in the first semester of 2016 with an average price per sold liter of 2,86€ in both retail and Horeca together (Instituto da Vinha e do Vinho, 2016). Portugal is the 7th global exporter of wine, having exported over 515 million euros of wine in 2015, while in the Portuguese market wine sales reached nearly 497 million. Portugal's main importers are France and Angola. (Instituto da Vinha e do Vinho, 2015).

2.2.1 Wine Brands on SM

Wine has been marketed worldwide with resource to the current and global trends in digital marketing practices. Among the most internationally famous wine-dedicated websites and blogs, are the Wine-Searcher, Wine Spectator and Wine Enthusiast (VinePair, 2014). The sector has been watching the raise of specialized platforms such as the Vivino *app* or, concretely in Portugal, the Social Network Adegga, meant to provide detailed wine information and help consumers find, rate and share wine expertise. Wine, like other product categories, also has its own famous social influencers (Social Vignerons, 2015), while their identification is one of the current tactics to increase SM return on investment (Kumar and Mirchandani, 2012).

Social Networks are also used as part of wine brand's communication strategies. Internationally, the brands with the most Facebook fans are Frizzé with nearly 2,5 million and Yellow Tail with 1,4 million (Social Bakers, 2016). The social media presence of main wine brands in the Portuguese landscape is illustrated in Fig. 1. In general, wine brands have a less developed presence when compared to other brand categories. Facebook is the mainly used channel and Instagram is used by some of the biggest brands. Youtube does not show much activity among Portuguese wine brands.

Fig. 1. SM presence of the main wine brands in Portugal: number of followers

1	Bacalhôa	261 580	13 600	31
2	Idealdrinks · Crafted Portuguese Wines	213 962	667	44
3	Casal Garcia	187 552	3 352	50
4	Adega de Borba	180 364	Not present	Not present
5	Esporão	166 172	6 992	0

(SocialBakers; Instagram; Youtube, December 2016)

2.3 Product Involvement

Involvement is a classic concept found in Marketing and Consumer Behavior literature. It was firstly introduced in Psychology by Sherif and Cantril (1947) and later by Krugman (1965) with application to Marketing. A definition for it was provided a considerable amount of times since then, by numerous authors. Across the majority of them there is an unanimity that a high Involvement means personal importance or relevance, and implies an unobservable state of Motivation, arousal or interest (Rothschild, 1984). The definition most commonly found and cited in literature is proposed by Zaichkowsky (1985, p. 342): "Perceived object relevance based on needs, values and interests inherent to the person". Yet, when referring the Involvement construct it is important to denote that there is more than one type of Involvement (Laaksonen, 1997). Zaichkowsky (1985) starts suggesting the existence of three types of Involvement: with the advertisement, with the product and with the buying decision. Product Involvement is related to the degree of interest of a consumer in a certain product, and the Involvement with the purchase is related to the differences in buying the same object in different contexts (Solomon, 2002). Product Involvement is sometimes labelled enduring Involvement and purchase Involvement, which has a transitory nature, is labelled as situational Involvement (Aurifeille et al., 2002; Kapferer and Laurent, 1985). This dissertation focuses on product (enduring) Involvement.

Within Product Involvement, as with Involvement in general, there are different degrees and the Involvement degree differs from person to person. Most literature classifies Involvement as either high or low Involvement (Aurifeille et al., 2002; Celsi and Olson, 1988). However, medium (moderate) Involvement has also been sometimes used to identify a third level of Involvement (Charters and Pettigrew, 2006; Zaichkowsky, 1985). Bloch and Bruce (1984), refer to high levels of Product Involvement as close to product enthusiasm, evoked by a strong and long-lasting interest in that product class.

Customers with high Involvement behave differently than the ones under low Involvement (Bertrandias and Goldsmith, 2006; Rothschild, 1994; Houston and Rothschild, 1978; Corey, 1971; Jacoby, 1971). Higie and Feick, (1989) state that involved consumers tend to inquire frequently, actively search for information about products and subsequently pass that information on. As for low Involvement, consumers either are not able to exert a great amount of effort to process information, or wish not to do it (Chung and Zhao, 2003).

2.3.1 Product Involvement with Wine

Wine has been showing to be a product of complicated nature (Cox, 2009), which consumer choice is more complex than for many other products. When a product has a high proportion of attributes that can only be assessed during its consumption (experience attributes), which is the case of wine, its quality is mostly based on perceptions, such as price, label, recommendations of experts or friends (Lockshin, 2003). During the last three decades, the concept of Involvement has been applied in those efforts to study consumer behavior towards wine (Cox, 2009; Charters and Pettigrew, 2006; Lockshin, 2003; Aurifeille et al., 2002; Quester and Smart, 1998, Spawton, 1991) to segment wine consumers as well as to understand several elements such as the perception of quality or determinants of consumption. Not only Involvement was used in wine studies, but also wine has been the object of study of several researches in the Involvement field (Laurent and Kapferer, 1985; Zaichkowsky, 1985, 1988). Building on the definitions of Product Involvement, Involvement with wine therefore refers to wine enthusiasm and a long-lasting interest in wine. Thus, consumers highly involved with wine have an unobservable state of Motivation, arousal or interest towards this product. Wine is an information-intensive product, therefore having potential for high Involvement (Bloch & Bruce, 1984) and has all the attributes that Laurent and Kapferer (1985) claim to be the source of Involvement. The fact that wine presents a wide set of variations in consumer behavior (Hollebeek et al., 2007), allows the existence of many diverging profiles, from uninterested consumers to wine enthusiasts (Bloch and Bruce, 1984).

Wine consumers with different degrees of Involvement also tend to behave differently. Involvement has been linked to wine purchase (Lockshin et al., 1997; Quester and Smart 1998), where high and low Involvement wine buyers have shown to behave differently on factors such: as price, region and grape variety (Zaichkowsky 1988; Quester and Smart 1998), consumption situation (Quester and Smart 1998) and quantity consumed (Goldsmith and d'Hauteville, 1998). Wine consumers with high Involvement utilize more information and are interested in learning more, when compared to the less involved (Lockshin, 2003). Wine enthusiasts are more likely to become an opinion-former and to exhibit a variety-seeking behavior and to maximize their information search (Goldsmith and d'Hauteville, 1998). As for low Involvement consumers, they tend to simplify their choices and use risk reduction strategies throughout the decision process (Lockshin, 2003). Tustin and Lockshin (2001) found out that high and low Involvement consumers

chose wines differently, with the less involved relying more on well-known brands and lower prices, while the highly involved used region and middle range prices to select their wines.

2.3.2 Segmentation based on Wine Involvement

Market segmentation aims at describing the different types of homogeneous groups that are present in a heterogeneous consumer market, to aid in the design stage of a target marketing strategy (Wedel and Kamakura, 2000). Consumer segmentation can also be used to provide an understanding of each segment motives, characteristics and needs (Swinyard, 1996). Ultimately, the purpose of consumer segmentation is to gain a deeper understanding of the different types of individuals that a company is reaching, so that it can target them more effectively.

In general, segmentation places customers into groups on the basis of their similarities over a chosen set of variables. Within wine segmentation, Charters and Pettigrew (2006) found differences in demographics, as income and age are causal influences associated with consumers' Involvement levels with wine. Older people with higher income were more likely to be highly involved with wine, while younger wine consumers were less involved and less knowledgeable, usually relying heavily on descriptions from labels, journalists, wine writers, and retail sales associates to choose wine (Chaney, 2000). However, and especially in the case of wine, consumers with similar demographics might also present considerable differences concerning their attitudes, lifestyle and wine consumption patterns (Bruwer et al., 2002). Therefore, several psychographic variables, such as Motivations, lifestyle, interests, values or personality traits, when used as criteria for segmentation, will most likely provide a better and more reliable insight on the consumers under study (Galloway et al., 2008). Spawton (1998) indicates that the wine industry had already been subject to manytypes of segmentation. Among the several bases are: risk-reduction, consumption, quality, occasion-based, cross-cultural, geographical, behavioral, wine-related lifestyle and, the subject of this study, Involvement. As wine became a lifestyle beverage for some consumers, socio-demographic segmentation became evidently poor to understand wine consumer values, consumption patterns and profiles and capture lifestyle segments, another segmentation approach based on psychographic variables was conducted by Bruwer et al. (2002). The authors recognized lifestyle as an effective element to understand wine consumer profiles and therefore developed a wine-related lifestyle measurement. It resulted in the identification of the following wine consumer segments: "Purposeful inconspicuous premium wine drinkers", "Ritual oriented conspicuous wine

enthusiasts", "Enjoyment seeking social wine drinkers", "Fashion/image oriented wine drinkers" and "Basic wine drinkers".

Product Involvement, as a psychographic variable, has been a segmentation base across many studies within the wine scope, given the behavioral differences between differently involved consumers. Lockshin et al. (2001) state that the use of Product Involvement, can create valuable benefits in terms of marketing strategy. This is mainly due to the fact that wine can be considered as a product for which Involvement level is of high importance, as great variations can be noted among consumers (Brown et al., 2006), resulting in variations among their behavior patterns. Enduring Involvement has a durability, stability and ongoing nature and it is its permanency what makes it a viable segmentation tool (Ogbeide and Ele, 2015).

Some studies that used wine Involvement for segmentation purposes and their resulting segments can be found in Table 1 below.

Table 1. Previous consumer segments based on Involvement with wine

Authors	Segments Identified
Ogbeide and Ele (2015)	"Enthused wine consumer"; "Greenhorn wine consumer"; "Die hard wine consumer"
Alamanos (2012)	"Habitual Decision Makers"; "Safe Bet Bargain Seekers", "Interested Occasional Drinkers"; "Enthusiastic Wine Hobbyists"; "Adventurous Regular Drinkers"
Nella and Christou (2012)	"Wine lovers and heavy spenders"; "Distrustful experts"; "Interested consumers"; "Interested but restricted"; "Indifferent"
Yuan et al. (2008)	"High"; "Medium"; "Low"
Brown et al. (2006)	"Hedonic Aficionados"; "Cautious Enthusiasts"; "Fastidious Epicureans"; "Functional Differentiators"
O'Mahony et al. (2006)	"Committed Consumer"; "Traditional Consumer"; "Uninvolved Consumer"
Charters and Ali-Knight (2002)	"The Wine Lover"; "The Connoisseur"; "The Wine Interested"; "The Wine Novice"; "The Hangers-on"
Dodd et al. (1996)	"Variety Avoiders"; "Variety neutrals; "Variety Seekers"

Other studies were conducted using Product Involvement to segment wine consumers, however no segments were labeled. It is the case of Lockshin et al. (2001) for studying shopping behaviors, Quester and Smart (1998) to study product attributes between differently involved wine consumers and Aurifeille et al. (2002) in a cross-national segmentation study.

Broadly, wine consumers can be divided in two basic Involvement levels: those with high Involvement, who perceive wine a specific part of a given lifestyle they adopt and those with low Involvement (Lockshin et al., 1997). Across the majority of wine segmentation studies, the contrast between highly involved, enthusiastic consumers and less involved consumers could be found.

Product Involvement has, therefore, been suggested to be an antecedent for diverse dimensions within wine consumer's behavior and Motivations. Still, more research is needed to gain a deeper understanding of wine consumers in general (Getz et al, 2008) and it also applies with regard to their digital behavior. As these differently involved segments have shown to behave differently in the several studied wine-related contexts, it is as well likely that, when interacting with brands online and more particularly on SM, several wine consumer Motivation profiles are identifiable. However, segmentation using different Product Involvement degrees among wine consumers, with regard to their online behavior, has not been deeply approached yet. The lack of available studies on that scope suggest that this is an area where more focused research is needed.

2.4 Consumer Motivations to Interact with Brands on SM

Interaction within the SM context refers to a consumer's proactive engagement with the brand on SM platforms such as following, replying, tweeting, sharing, liking, participating and so on (Hudson et al., 2015). Consumers' proactive interaction with the brand on SM can be viewed as their level of cognitive, emotional and behavioral investment in specific brand interactions (Hollebeek, 2011).

The positive outcomes of SM interaction have been demonstrated in several ways. Hudson et al. (2015) validated that consumers who interact with their favorite brands on SM present stronger relationships with those brands. Their results confirm that SM interaction has a positive effect on brand relationship quality and other marketing outcomes, engaging with brands. Porter and Donthu (2008) had previously found that a company's efforts to produce quality content in an online community can enhance consumers' trust in them. However, for these effects to be possible, consumers primarily need to be willing to take part of the SM ecosystem, and secondly they must have any kind of Motivation to interact with brands there. Therefore, consumer Motivations are an essential fraction to understand the whole phenomena of brand-related social interactions. Motivations are the needs, which lead the person to seek satisfaction of it (Kotler and Armstrong,

2004), or the driving force that impels individuals into action, because of an unfulfilled need (Schiffman and Kaunk, 2007). There are not many studies investigating the first logical step, Motivations for social network adoption. However, Gangadharbhatla (2008) concluded that the existing literature lists four main influencing factors for the adoption of Social Network Sites: need for cognition, collective self-esteem, Internet self-efficacy and the need to belong. The latter is the one identified as the most salient, the fact that joining SM and connecting with people fulfills a need for belongingness. People indeed tend to have a very strong need to experience feelings of belongingness and identification with groups they wish to be associated with (Laroche et al., 2013). This dimension establishes the ground for interaction with brands. As Edelman (2010) clarifies, consumers on SM still want to connect with brands whose identity and values are a fit for their own, just like in the offline dynamics of the relationship. Consumer-brand connection on SM is an extension of the existing relationships prior to Web 2.0. Aaker (1996) had already pointed out that, when consumers interact with brands, they can develop an active relationship with them, just like the relationships built with friends. However, consumer Motivations to interact with brands on SM need to be understood, to determine if they go beyond the match of identity and values of both. Literature is not particularly rich in the field of uncovering what drives consumers to interact on SM. To do so, it seems logical to first analyze the different dimensions of SM and the different possible shapes of communication exchange. Mayfield (2008) in his effort to theorize and define SM summarizes SM's different characteristics in five dimensions: Participation, openness, conversation, community and connectedness. These are the enablers for richer brand-related interactions, and from them may derive different Motivations for consumers to interact. The community dimension appears to be the one with deeper levels of existing research when it comes to Motivations. Brand communities allow consumers to exchange valuable information, as well as communicating effectively with other customers and co-creating value from closely interacting with each other (Schau et al., 2009). Sukoco and Wu (2010) identified two main Motivations for customers to join a brand community; self-related Motivations (contributing to their own enjoyment, knowledge and self-esteem) and social-related Motivations.

Concerning consumer Motivations in a broader way, beyond brand communities, Enginkaya and Yilmaz (2014) contributed to the topic by developing a multi-item scale for measuring SM users' Motivations to interact with and/or about the brands, from both qualitative and quantitative research. The authors summarized the different Motivation sources in five

dimensions: “Brand Affiliation”, “Investigation”, “Opportunity Seeking”, “Conversation”, and “Entertainment”. Each dimension was also studied regarding its relative importance and was built based on other authors as well as on primary consumer insights. This is apparently the most structured advance on Motivation research regarding SM Motivations and is used later in this study to measure and classify consumer Motivations.

2.4.1 Brand Affiliation

Brand Affiliation is, among the five Motivation factors, the one that reflects the bond of the consumer with the brand itself. In this case, consumers’ Motivations to interact on SM with that brand derives mainly to the fact that they identify themselves with the brand (Ferraro et al., 2013). It therefore refers to the congruity and compatibility of the brand with consumers’ lifestyle, consumers’ preference and possession desires towards the brand and even the intention to promote it (Enginkaya and Yilmaz, 2014; Kemp et al., 2012; Edelman, 2010).

2.4.2 Opportunity Seeking

This second dimension reflects the beneficial reasoning of consumers, which leads them to follow the brands to seek promotions, discounts and other beneficial situations. (Luarn et al., 2015). When consumers are led by this Motivation dimension, they follow brands because they believe that it will eventually give them financial benefits and their goal is to be informed about promotional offers without having to go to the stores (Enginkaya and Yilmaz, 2014).

2.4.3 Conversation

This dimension of consumer Motivation refers to consumers’ usage of SM as a tool to reach brands and communicate with them (Mayfield, 2008). In this case, consumers seek communication not only with brands but also other consumers, under brand-related contexts (Muntinga, 2011). Consumers interact because they see SM as a fast, convenient and free tool that allows them to easily transmit complaints or suggestions as well as share their opinions with other customers. (Enginkaya and Yilmaz, 2014).

2.4.4 Entertainment

In the case of Entertainment, the Motivation for SM interaction relies on the amusement and fun provided by the content generated by brands (Luarn et al., 2015; Park et al., 2009) Consumers, when led by the Entertainment Motivation, follow and interact with brands with the purpose of relaxation and being diverted from problems or routine (Muntinga, 2011). Creative and audiovisual content, for instance photos, videos or even games, is what fosters this phenomenon. In this case, consumers believe this kind of content also contributes to the brands' image. (Enginkaya and Yilmaz, 2014).

2.4.5 Investigation

Consumers led by this Motivation dimension, use SM as a source of information about brands and products (Clemons, 2009). They see the information available across SM pages as reliable and trustworthy and therefore they are willing to follow brands so that they obtain the information they need (Muntinga, 2011). This Motivation also reflects the fact that consumers believe that SM enables a transparent relationship between brands and them (Enginkaya and Yilmaz, 2014).

2.5 Research Questions

Brand-building benefits from SM use became nearly undeniable. The potential positive impact for brands identified across all the research that regards Web 2.0 and SM, reinforce the importance of exploring the Motivations of consumers produce and engage in brand-related content on SM, to provide insights that might help designing ways to foster and encourage consumers to do so.

Product Involvement, which implies personal relevance and interest, has been deeply studied and its impact on several behavioral elements has been suggested numerous times. Consumers indeed behave differently when they present a higher level of Product Involvement when compared to those with a lower level. As for wine, it is indeed a complex product category with a wide set of variations in consumer behavior, as it has been referred to be (Hollebeek et al., 2007). Wine consumers' profiles exist from uninterested consumers to wine enthusiasts (Bloch and Bruce, 1984), and the way differently involved consumers also differ in their attitudes and behaviors has been covered by many research efforts regarding wine.

Therefore, insights from the present chapter suggest that it might be both contributory and interesting and to segment wine consumers per their varying levels of Product Involvement, to further explore potential variations in Motivations to interact on SM. Existing literature, as well as its findings, suggest the research questions described below:

Research Question 1: Is there an association between wine Involvement and Motivations ("Brand Affiliation", "Investigation", "Opportunity Seeking", "Conversation" and "Entertainment") to interact with wine brands on SM?

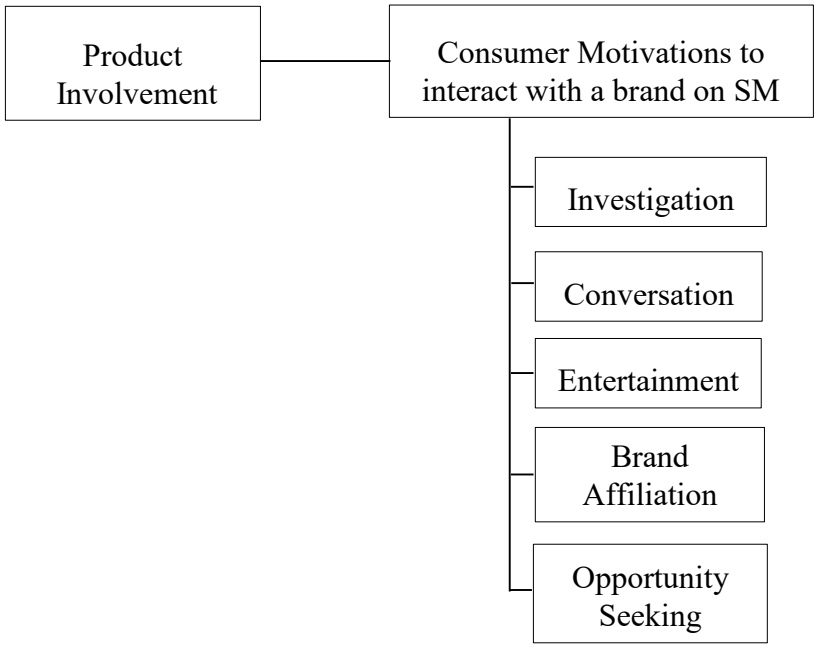
Research Question 2: Are there different segments of consumers in terms of wine Involvement?

Research Question 3: In case different segments are identified, what is their socio-demographic profile characterization?

Research Question 4: In case different segments are identified, what are the main Motivations of each segment to interact with wine brands on SM?

The conceptual model presented on Fig. 2 illustrates the constructs inherent to this research.

Fig. 2. Conceptual Model



CHAPTER 3: Methodology

3.1 Research Approach

Three different methods are commonly used when conducting research. According to Saunders et al. (2009) the three types are: exploratory, descriptive and explanatory.

The first investigates an idea by analyzing primary data. Qualitative research is done to initially explore a topic or address a problem in-depth, seeking answers to the research questions proposed. Commonly serves as an input to further descriptive and explanatory research (Malhotra 1999).

The second, descriptive, is used for theory building and structuring detailed points of view of previously studied problems. It allows for empirical generalizations using secondary data quantitatively researched.

The explanatory approach, the third, aims to create a causal relationship between different variables. Researchers try to connect ideas to test the causal relationships underlying a given problem. Theoretical background provides insights for the formulation and subsequent test of hypothesis.

This thesis aims to explore how Product Involvement relates with consumer Motivations to interact on SM. In other words, understanding if and how consumer Motivations vary across consumers with different levels of Product Involvement. To do so, all constructs involved are firstly researched and described, based on secondary data coming from existing research. At that stage, the study tries to provide a deeper understanding of how Product Involvement affects consumer behavior as well as an overlook of what is already known about online consumer behavior and their Motivations to interact there with brands, resulting in the formulation of research questions. This is followed by the collection of primary data, achieved with resource to a questionnaire in which respondents are assessed on their levels of Involvement and their Motivations to interact on SM.

This present study is mainly exploratory and quantitative. The data obtained allows to examine how the two concepts relate and therefore draw conclusions so that answers can be given to the research questions.

3.2 Research Instrument

3.2.1 Population and Sample

Population is defined by Malhotra (1999) as the aggregate of all elements that share a common set of characteristics, which comprises the universe under the purpose of solving a research problem. The population of interest of this research is Portuguese wine consumers older than 18 years old that follow wine brands on SM. The sample is intended to be aligned with the population and it is a convenience sample. According to Malhotra (2006), a convenience sample is of non-probabilistic nature, as the questionnaire was distributed among friends, family and colleagues. The convenience sampling technique is a non-probabilistic technique that seeks to obtain a sample of convenient elements, where the selection of sampling units is left to the researcher. The author highlights the lower financial charges associated and the smaller amount of time required as the main strengths of this technique.

3.2.2 The questionnaire

This research was conducted with resource to a questionnaire (Appendice 1) which was built and distributed online. This method, which tends to be less time-consuming, allows an easier distribution as well as a simpler data processing and does not imply schedule or location requirements (Wright, 2005). Also, online questionnaires offer a dynamic set of options for the design and format of questions, allowing a proper representation of the necessary measures that are described further in this chapter. While designing the questionnaire, recommendations by authors in the field of research as Malhotra (1999) and DeVellis (1991) were followed, as an effort was made to keep wording appropriate, simple and clear, optimize the sequence of questions and select appropriate response formats.

The questionnaire was self-administered by the respondents. The first set of questions is meant to measure Product Involvement and therefore allow the segmentation of consumers per their different levels. The second, aims to both identify and quantify the Motivations to interact on SM with brands. The last stage of the questionnaire contains socio-demographic questions for sample characterization.

A pre-test of this questionnaire with 31 participants was done before its launch. Its role is to ensure that the questions are eliciting the required responses before the launch of the questionnaire at large (Burns and Bush, 2002). This procedure indeed allowed to ensure the measures of internal consistency and scale reliability, detect weaknesses and optimize the content of the questionnaire in terms of structure, wording and visuals. The average respondent took four minutes to complete the questionnaire.

3.2.3 The measures

The operationalization of variables needs to be considered before designing the data collection instrument. Operational definition refers to the specific question that will be used in a survey to measure the meaning of the construct studied (Burns and Bush, 2002). To operationalize both Product Involvement and Motivations to interact on SM, the measures used in this questionnaire are adaptations from previous studies.

Zaichkowsky (1985) developed the Personal Involvement Inventory (PII) scale, with which a single score for the degree of consumer Involvement is generated: low, medium or high. McQuarrie and Munson (1992) revised Zaichkowsky's PII, while developing a 10-item scale as an attempt to overcome the shortcomings of Zaichkowsky's scale, which were identified by the authors as usability, discriminant validity, criterion validity and construct validity. McQuarrie and Munson's scale has been widely used by researchers and seems to be the most suitable to establish the relationship between wine Involvement and consumer Motivations to interact on SM, the purpose of this dissertation. It contains ten items and it presented a very strong alpha coefficient of 0,95, confirming the internal consistency commonly found in previous studies that used this scale. The items, in the present research, are measured with 7 points, from "1= Totally Disagree" to "7=Totally Agree" and the sentences are adapted to wine as product category.

As for consumer Motivations to interact with brands on SM, an adaptation was made from the multi-item scale developed Enginkaya and Yilmaz (2014) previously mentioned in Chapter two. This scale contains five dimensions: "Brand Affiliation", "Investigation", "Opportunity Seeking", "Conversation", and "Entertainment", each one measured through more than one item. The questionnaire participants, when presented with this scale, demonstrated their agreement with the statements with a 7-point Likert scale, with 1 meaning "strongly disagree" to 7 in which they

"strongly agree". Likert scale was mostly used throughout the whole questionnaire, for wider classification possibilities. In this scale which is commonly used by researchers, respondents indicate their degree of agreement with a series of statements (Malhotra, 2006).

To ensure adaptation to a Portuguese population, the whole questionnaire which was built in English was adapted and translated to Portuguese (Tables 1 and 2, appendices). A considerable amount of effort was made to avoid conceptual and meaning losses during this translation. As for the creation of the questionnaire, *Qualtrics* (www.qualtrics.com) was the software used. This software allows for data protection and for the export of the dataset in a way that is compatible with the subsequent data analysis software. In this case SPSS was the chosen software for the statistical analysis of the information collected during the research.

CHAPTER 4: Results Analysis

4.1 Preliminary Analysis

4.1.1 Data collection and analysis

The questionnaire was answered by precisely 400 respondents. After removing the participants with missing answers, the sample counts 316 valid-responses. Responses were collected between October 17th and November 6th and the questionnaire was spread via e-mail and Facebook.

4.1.2 Sample Characterization

In the final sample of 316 participants, 37,7% are women and 62,3% are men (Fig. 3), all of them being Portuguese (Table 3, appendices). As for their age, 88% of the participants are under 34 years old. The dominant age range is between 25-34, with 50,3% of the whole sample, followed by 18-24 with 38% (Fig. 4). Only 3 participants were above 55 years old. The fourth demographic variable is the monthly net income (Fig. 5), of which the most frequent range is €1,000-€2,000 that comprises 33,2% of the respondents. The second biggest income range is lower, between €700 and €1,000, where 26,3% of the respondents fall. The third biggest interval is €2,000-€4,000, representing 16,5% of the sample.

Fig. 3. Gender distribution

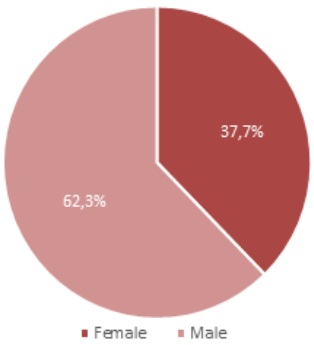


Fig. 4. Age distribution

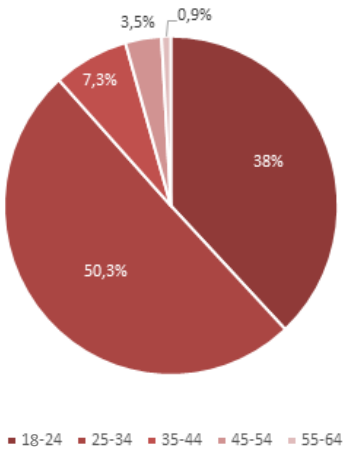
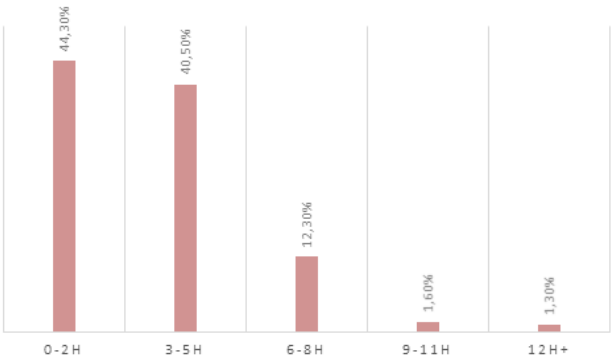


Fig. 5. Monthly (net) income distribution

Fig. 6. Daily time spent on SM distribution



As for the daily time spent on SM, nearly 85% of the sample respondents spend less than 5 hours a day (Fig. 6). The most frequently reported time spent is between 0 and 2 hours per day, with 44,3% of the sample. The second biggest group falls between 3 to 5 daily hours, representing 40,5% of the respondents and the third one is 6-8 hours, in which 12,3% of the sample falls. Only very few participants spend more than 8 hours a day. When asked about what are the Social Networks in which the respondents follow any wine brands, Facebook is the most frequently selected among the seven presented platforms, by 233 of the 316 respondents. The second most used Social Network is Instagram, as 50 respondents in a whole reported to follow wine brands on it. Thirdly, comes Youtube counting answers 20, followed by LinkedIn with 11. Pinterest, Twitter and Snapchat are the least used in what regards wine brands, with only 8, 6 and 0 answers, respectively. As additional platforms, Vivino was mentioned by three respondents.

4.1.3 Data Screening

To improve the quality of the data, a cleaning process was applied. It firstly consisted of an outlier analysis for univariate outliers. It allows the identification of eventual uncommon values among the variables in the dataset. To check for the presence of outliers in the single variables, the scores of each variable were converted into standardized *z*-scores (Table 8, appendices). The *z*-scores that represent outliers are whether bigger than 3,3 or smaller than -3,3, for a significance level of 5% ($p<0.05$). In addition, a multivariate analysis was also performed, to uncover the cases where respondents may have an uncommon combination of values in several variables. Through the use of Mahalanobis' Distance, 14 cases were identified. However, since there is no clear

unanimity on the literature in what regards removing outliers from the dataset or not, those will be kept on the dataset as part of the final sample.

4.1.4 Data Reliability

The scales used in this research to operationalize the constructs being studied were adapted from previous literature. Both Product Involvement's scale and Motivations' scale have previous evidence of reliability, however, their reliability in the context of this concrete study should still be verified. Cronbach's alpha was therefore computed for scales that contain multiple items, of which resulting values are presented in Table 2. DeVellis (1991) states that, Cronbach's alpha coefficient values that are below 0,60 are unacceptable, those between 0,65 and 0,70 are minimally acceptable, those between 0,70 and 0,80 are good, and finally between 0,80 and 0,90 are very good. All scales present very good alpha coefficients, all above 0,80, which confirms their internal validity and consistency.

Table 2. Reliability Analysis of the scales

Scale	# Items	Cronbach's α	Cronbach's α if item deleted	Item deleted	Final # of items
Product Involvement	10	0,949	---	---	10
Brand Affiliation	4	0,835	---	---	4
Opportunity Seeking	3	0,866	---	---	3
Conversation	3	0,861	---	---	3
Entertainment	3	0,839	---	---	3
Investigation	2	0,805	---	---	2
Overall Motivations	15	0,858	---	---	15

4.1.5 Principal Component Analysis

Principal Component Analysis (PCA) was performed to assess the ability of the indicators to measure the constructs theoretically presented. A PCA with Varimax rotation was applied to all items, with the purpose of understanding if different things are indeed being measured. Twenty five items were examined with resource to SPSS 24 for Windows.

First of all, the adequacy of data for factor analysis was assessed, as the very first concern should be the sample size. Comrey and Lee (1992) classify sample sizes of 100 respondents as poor, 200 as fair, 300 as good, 500 as very good, and finally 1000 as excellent. Hair et al. (2005) recommends a sample superior to 200 and at least five respondents for each estimated parameter, while considering that a more appropriated ratio is ten respondents per parameter. Thus, our data can be considered adequate for the factor analysis as it includes 316 cases.

The Principal Component Analysis shows that six components explain 74,12% of the variation of the model (Table 11, appendices). The results of the Rotated Component Matrix indicate that all the items were aggregated around the factor that they were supposed to measure, given the correlations between the observed variables and factors (loadings) (Table 9, appendices).

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) varies between 0 and 1, in which a value of 0 indicates that the sum of partial correlations is large in relation to the sum of correlations, and a value close to 1 indicates that the patterns of the correlations are compact, and therefore the factor analysis will yield reliable factors. Hutcheson and Sofroniou (1999) suggested that KMO values between 0,5 and 0,7 are normal, values between 0,7 and 0,8 are good, values between 0,8 and 0,9 are great, and values above 0,9 are superb. Therefore the KMO of 0,884 obtained in this analysis is very good (Table 10, appendices).

Barlett's Test of Sphericity is supposed to reach a significance value to support the factorability of the correlation matrix obtained from the items. In this analysis, the test presented a Chi-Square of 5574,07 that shows to be significant (p=0,00), meaning that the factorability of our correlation matrix is suitable (Table 10, appendices).

Overall the results show that all constructs add value to the study and indeed measure different things.

4.1.6 Descriptive Statistics

As for the two constructs which were measured as the core of the questionnaire, when it comes to Product Involvement the means of the ten items are all between 4,44 and 5,74, on a scale from 1 to 7 (Table 12, appendices). The overall mean for Product Involvement in the sample is 5,07 what corresponds to a relatively high average value of Product Involvement. The respondents present a high level of agreement that wine is an interesting product, once it is the item with the

highest mean. On average, the respondents also agree that they care about the wine they buy. The lowest means in the scale belong to “Wine means a lot to me” followed by “Wine is a great fun”.

All the five means for Motivations to interact on SM fall between 4,38 and 5,36 (Tables 13 to 17, appendices). The mean for the overall level of Motivations is 4,94 (Table 18, appendices). The strongest Motivation among the five is Conversation and the second stronger Motivation seems to be Entertainment. Brand Affiliation is in general the weakest Motivation for the respondents to interact.

4.2 In-depth Analysis

This section provides the analysis of the main results obtained and aims to provide answers to the research questions at the core of this dissertation.

4.2.1 Wine Involvement and Motivations to interact

This section aims to answer the first research question: is there an association between wine Involvement and Motivations (Brand Affiliation, Opportunity Seeking, Conversation and Entertainment) to interact with wine brands on SM?

Pearson Correlation was assessed to explore the correlation between all variables (Table 3 below) to uncover if there is indeed an association between wine Involvement and the several Motivations. The analysis overall indicates that all the correlations are positive and significant except for Product Involvement and Conversation. Most of the variables show to be correlated with a significance at the 0,01 level. As for Product Involvement, it shows strong correlations with four Motivation variables, all of them at the 0,01 level, except for Conversation.

The strongest relationship with Product Involvement happens with Brand Affiliation, with a moderate positive correlation of 0,281, which is considerably above the other three significant, however weak, relationships. The second stronger correlation is the one with Opportunity Seeking, followed by the ones with Investigation and Entertainment.

Table 3. Scale's correlation Analysis

Scale	Pearson Correlation
Product Involvement - Brand Affiliation	0,281**
Product Involvement - Opportunity Seeking	0,194**
Product Involvement - Conversation	0,107
Product Involvement - Entertainment	0,160**
Product Involvement - Investigation	0,185**
Brand Affiliation - Opportunity Seeking	0,497**
Brand Affiliation - Conversation	0,122*
Brand Affiliation - Entertainment	0,354**
Brand Affiliation - Investigation	0,136*
Opportunity Seeking - Conversation	0,359**
Opportunity Seeking - Entertainment	0,493**
Opportunity Seeking - Investigation	0,304**
Conversation - Entertainment	0,423**
Conversation - Investigation	0,398**
Entertainment - Investigation	0,419**

**. Correlation is significant at the 0,01 level (2-tailed).
*. Correlation is significant at the 0,05 level (2-tailed).

4.2.2 Identification of Segments

The following analysis aims to provide an answer to the second research question: are there different segments of consumers in terms of wine Involvement?

To study the existence of different segments among wine consumers in terms of wine Involvement, a Cluster Analysis was assessed. Cluster Analysis allows the identification of homogeneous groups of consumers, who therefore share common characteristics (Theodoridis and Koutroumbas, 1999). The analysis was performed through the Two-Step Cluster Analysis method, with the 10 Product Involvement items as the input. The two-step method is a one-pass-through-the-data approach which identifies pre-clusters in the first step, then treating these as single cases in the second step which uses Hierarchical Clustering (Theodoridis and Koutroumbas, 1999) and it was chosen due to several reasons. Firstly, the exploratory nature of the method and the fact that

it does not require a previous specification of the number of Clusters, as it is meant to reveal natural groupings within a dataset. Secondly, both the fact that the model is relatively recent and its scalability as well as adaptability to the nature of the data and the sample size. Thirdly, because this method has already been used by other authors for wine consumer's segmentation: Alebaki and Iakovidou (2010) and Szolnoki et al. (2016) to segment wine tourists, Alamanos (2012) to segment wine consumers by their degree of Involvement, variety Seeking, and wine usage.

Based on the Schwarz criterion, the optimal solution resulted in the identification of two good-quality Clusters with a silhouette measure of cohesion and separation of around 0,6 (Fig. 1 in the appendices). One Cluster aggregates 26,3% of the sample and the other aggregates 73,7%, while no cases were excluded (Fig. 2, appendices). Cluster 1 presents the highest levels of Product Involvement with wine comparing to Cluster 2. The highly involved Cluster 1 has a total mean of 5,70 while Cluster 2's average value for Product Involvement with wine is 3,29 (Table 19, appendices). The most important predictors while estimating the model can be seen in Fig. 3 in the appendices. Among them, "Wine is appealing to me", "Wine is important to me" and "I perceive wine as an exciting product" are the three items with the highest relative importance.

To, therefore, identify and divide the respondents by Cluster, a new variable called Cluster Membership was created. A name was also attributed to each one of the Clusters, according to their characteristics. Cluster 1 is labelled as the "Wine Lovers" and Cluster 2 is called "Wine Curious".

Since the Cluster Analysis identified two segments, the subsequent characterization of the different segments of wine consumers is going to take place in the following sections and is summarized in Fig. 7 below. The following two sections are therefore going to provide an answer to research question number three: if different segments are found, what is their socio-demographic profile characterization?

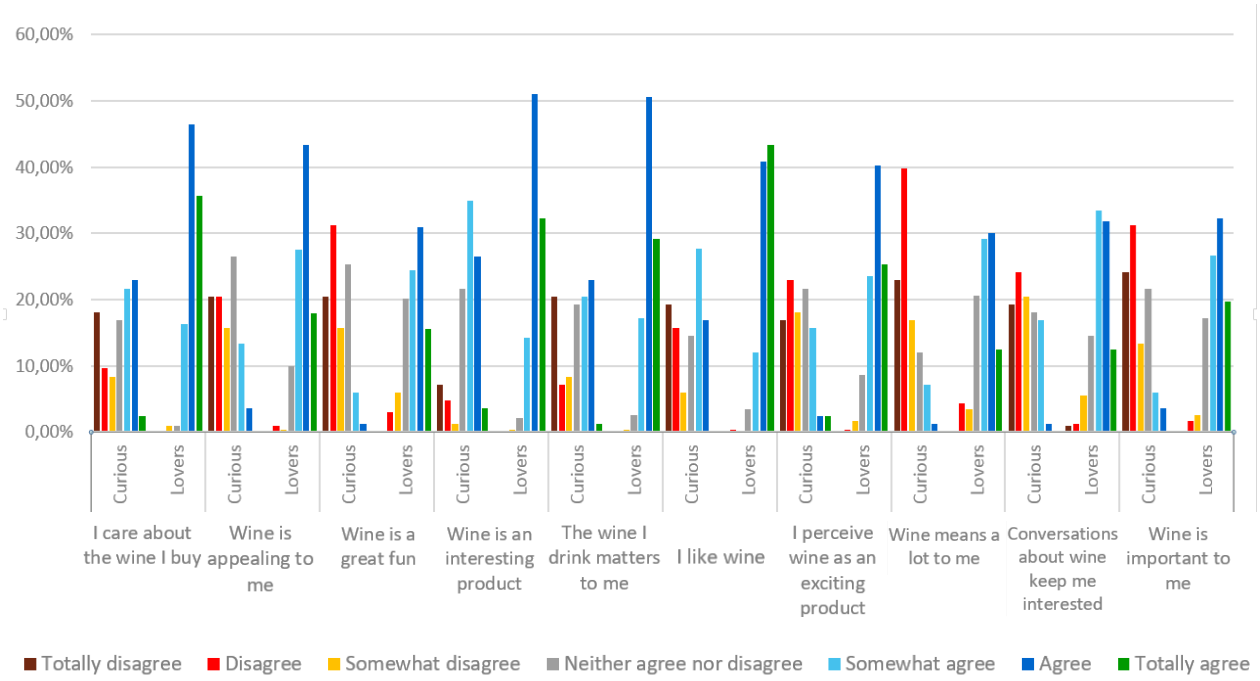
Fig. 7 – Cluster characterization

4.2.3 "Wine Lovers"

This Cluster presents the highest values in what regards Involvement with wine. The statement with which "Wine Lovers" agree the most is "I like wine", making this segment the true wine appreciators (Table 20, appendices). Among the Cluster members, 43% showed to totally agree that they like wine and 41% agree that they like wine (Fig. 8 below). Only 1 member of the Cluster showed any level of disagreement with this sentence. Secondly, 36% of the members of this segment totally agree that they care about the wine they buy, while 46% reported to agree and 16% somewhat agree with this sentence, what results in 98,3% of the Cluster generally and heavily agreeing that they care for the wine they buy. The statement that ranks third in terms of means is

that “Wine is an interesting product”. Slightly over 83% of the “Wine Lovers” whether agree or totally agree that wine is an interesting product, while again only 1 member (0,4%) disagrees somehow. The “Wine Lovers” also care about the wine they drink, although not as much as the wine they buy, since around 80% of the members agree or totally agree with the proposed statement. The Cluster can also be described for having some enthusiasm for wine, as “I perceive wine as an exciting product” presents the fifth strongest means. Among the “Wine Lovers”, 65% agree or totally agree that they see wine as exciting, while again only 5 cases do not. With a slightly lower, but still high, level of agreement is “Wine is appealing to me”, with witch 61% of the “Wine Lovers” agree. The percentage who also agrees/totally agrees that wine is appealing to them is once again 61%. For what regards the importance of wine to them, the same percentage is 52%. The statements least agreed with are “Conversations about wine keep me interested”, followed by “Wine is a great fun” and lastly “Wine means a lot to me”. These three items have a big part of the Cluster reporting that they only “somewhat agree” and count more disagreement cases than all the other statements previously described. These are simultaneously the statements that present the biggest number of neutral “Wine Lovers”, who neither agree nor disagree.

Fig. 8. Cluster comparison on Product Involvement items



The “Wine Lovers” is the biggest of the two Clusters, aggregating 233 of the 316 cases on the sample. The segment is composed by 147 men and 86 women (Table 21, appendices). Nearly half of the members of this Cluster are between 25-34 years old, while the second biggest age group is between 18 and 24 years old, which counts 81 members (Table 23, appendices). They mostly earn between €1.000 and €2.000, or, almost as common among them, between €700 and €1.000 monthly (Table 25, appendices). Mostly, this segment spends up to 5h on SM per day (Table 27, appendices). In fact, the Chi-Square computed for the demographic variables demonstrates that the Clusters do not present a statistically significant difference when it comes to gender, age or monthly income (p>0,05) (Tables 22, 24 and 26, appendices). However, they do differ in their SM daily amount of time spent (p<0,05). (Table 28, appendices).

As for the Social Networks where the “Wine Lovers” follow brand wines, the trend corresponds to what was previously described in the sample characterization, as the most commonly used Social Network is Facebook, used by 75% of the Cluster members, followed by Instagram (19%) and thirdly Youtube counting 7% of the segment. LinkedIn was reported to be used by 4% members of the Cluster and both Pinterest and Twitter by only 2,5%. In general, this is the Cluster that, in general, follows more wine brands on the several SM platforms suggested (Table 29, appendices).

4.2.4 “Wine Curious”

The “Wine Curious” are the low-Involvement segment. What best describes these consumers is that they overall disagree with the statements presented with regard to wine. This Cluster presents lower means in the Involvement scale and, therefore, contains the majority of the percentages of the Cluster falling in the disagreement side of the scale.

Yet, the Cluster members agree that see wine is an interesting product. This item, being the strongest, stands out from the other nine in terms of means. As illustrated in Fig. 7 above, in general, 65% of the “Wine Curious” showed agreement with this statement while 30% whether agree or totally agree. Secondly, the Cluster members demonstrated to also care about the wine they buy, however, in a lower level than the other Cluster. Among the “Wine Curious” members, 25% agrees/totally agrees with this sentence. However, the item still has a significant percentage of the members of the Cluster who totally disagree (18,1%). The wine they drink also seems to matter to the “Wine Curious”, as this statement has the third highest mean and its big consensual group is

the one that agrees (22,9%). However, despite the agreement, approximately a quarter of the Cluster seems to totally disagree. The sum of those who agree or totally agree that they like wine is 17% and those who disagree at some level account for 35%.

"I perceive wine as an exciting product" and "Wine is appealing to me" present the next lower means, where the biggest number of answers belong to those who show disagreement, 58% and 57% respectively, against the 22% and 17% and who show agreement. "Wine is a great fun", "Wine means a lot to me", "Wine is important to me" have the lowest values and therefore are the traits that describe the Cluster in terms of their Involvement, indicating that this Cluster shows indeed detachment and low Involvement with wine. "Wine is a great fun" is, among the ten statements, the one with the biggest percentage of neutral answers, with 25,3% of the Cluster who neither agree nor disagree. All the three statements have in common the fact that the majority of the Cluster disagrees at some level, with 68%, 69% and 80%, respectively.

This Cluster represents the remaining 83 cases. The segment counts with 33 female members and 50 male members. As for their age, the majority falls in the 18-24 age range and the 25-24 represent the second biggest group, contrary to what happens in Cluster 1. Therefore, the "Wine Curious" are, on average, younger than the "Wine Lovers". The "Wine Curious" distribution in terms of monthly net income is similar to the "Wine Lovers", as most members earn €1.000 to €2.000, followed, again, by the ones who earn from €700 to €1.000. As previously mentioned, this Cluster does not statistically significantly differ from the other Cluster in terms of gender, age or monthly income (p>0,05) (Tables 21 to 28, appendices). As for daily SM time spent, the "Wine Curious" spend mostly between 0-2 hours or, in slightly smaller number, spend 3-5h. This segment presents more cases of heavier usage than the other Cluster.

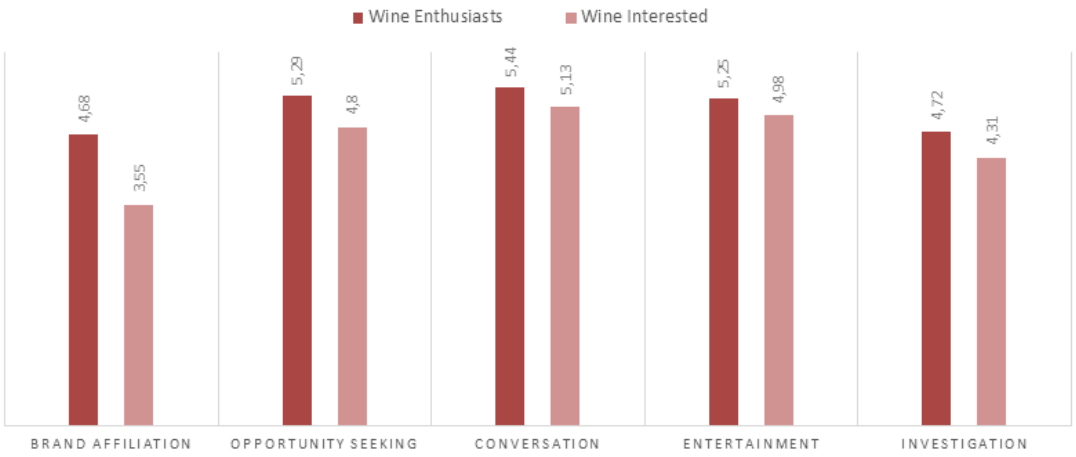
As for the Social Networks used by this Cluster when it comes to following wine brands, again Facebook is the most reportedly used, however by 57% of the Cluster which is less than the percentage of "Wine Lovers" that use it. Instagram ranks second in usage also for this segment still representing only nearly 7% of the group, while it is used by 19% of the other Cluster. Overall, the "Wine Curious" represent lower levels of SM usage to follow wine brands across all the platforms suggested in the survey. Youtube is also the third most used for this Cluster. Pinterest and LinkedIn are both used by around 2,4% of the Cluster (2 cases each). Twitter is not used by the Cluster members at all as it presents zero cases.

4.2.5 Differences in Motivations between Segments

The final analysis should, subsequently, determine which Motivations most apply to each one of the previously identified segments. This analysis is meant to answer the research question number four: in case different segments are identified, what are the main Motivations for each segment to interact with wine brands on SM?

Firstly, the results from the One-way ANOVA analysis show that the two Clusters present a statistically significant difference between their means for Overall Motivations as the *p*-value is below 0,05 (Table 30 and 31, appendices). Therefore, the analysis shows that indeed the differently involved segments also differ on their Motivations to interact on SM, what suggests that finally Product Involvement may influence or create differences consumers' Motivations to interact. Overall, the highly involved segment, "Wine Lovers", consistently presents higher levels across all the five Motivation dimensions, when compared to the "Wine Curious". This confirms the positive correlation between Product Involvement and Motivations to interact suggested previously in this analysis, as the most involved consumers are more motivated to interact. The comparison of the Motivation means between both Clusters is exposed below in Fig. 9.

Fig. 9 - Motivations per Cluster - Means comparison



As for how the Clusters differ in terms of the five Motivation dimensions, both "Wine Lovers" and "Wine Curious" have in common the most salient Motivation to interact: Conversation. As for Cluster 1, "Wine Lovers", Opportunity Seeking is what drives this segment to interact the most, after Conversation. For the "Wine Curious", Entertainment is the second dominant Motivation. In general, the weakest Motivation dimension appears to be Brand Affiliation, being the one with the lowest means for both Clusters, especially for the "Wine

Curious", who present a significant lower mean for this Motivation factor than all the other four factors. Brand Affiliation is the dimension with the biggest difference between means, followed by Opportunity Seeking and thirdly by Investigation.

A second One-way ANOVA was assessed, this time for the five Motivation dimensions (Table 4). The results show a statistically significant difference between the Clusters Motivations, across the dimensions except for Entertainment and Conversation.

Table 4. One-way ANOVA for Motivations across Clusters

		Sum of Squares	df	Mean Square	F	Sig.
Brand Affiliation	Between Groups	78,700	1	78,700	17,438	0,000
	Within Groups	1417,100	314	4,513		
	Total	1495,800	315			
Opportunity Seeking	Between Groups	14,923	1	14,923	8,474	0,004
	Within Groups	552,949	314	1,761		
	Total	567,872	315			
Conversation	Between Groups	5,702	1	5,702	3,887	0,050
	Within Groups	460,668	314	1,467		
	Total	466,370	315			
Entertainment	Between Groups	4,429	1	4,429	3,090	0,080
	Within Groups	450,084	314	1,433		
	Total	454,513	315			
Investigation	Between Groups	10,263	1	10,263	6,746	0,010
	Within Groups	477,720	314	1,521		
	Total	487,983	315			

Brand Affiliation is the Motivation in which the segments differ the most (p= 0,00), as the "Wine Lovers" seem to be substantially more motivated to interact with wine brands with which they somehow relate to, than the "Wine Curious". Within this dimension, the four items were compared between the two segments, and the difference in their means was analyzed with resource to an Independent Samples T-Test, a test which was also applied to the items of the other four dimensions. All items belonging to Brand Affiliation show a statistically significant difference between the two segments (p<0,05) (Table 35 and 36, appendices). The strongest item within Brand Affiliation for the "Wine Lovers" is "I follow the brands which I consume and/or purchase often". For the "Wine Curious", the strongest statement is "I generally follow the brands which are congruent with my life style".

As for **Opportunity Seeking**, the two segments differ statistically both in the dimension as a whole analyzed through the ANOVA (p<0,05) and in its three belonging items (p<0,05) (Table 37 and 38, appendices). This is the Motivation with the second biggest difference between Clusters. The strongest item is "Promotions and discount campaigns offered on SM by the brands generate financial benefits for the customers", with which both Clusters agree the most. Both segments seem to value more the use of SM to obtain discounts directly, rather than for only getting informed about offers.

For the third dimension, **Conversation**, none of the three items independently show a statistically significant difference between the two Clusters (p>0,05) (Table 39 and 40, appendices). This result is congruent with the ANOVA's result for the overall Conversation dimension (p=0,05) and with the previously mentioned fact that both segments have in common Conversation as the strongest Motivation to interact. The Pearson had previously showed that indeed Product Involvement does not show a significant correlation with Conversation. Within this dimension, both Clusters present the strongest agreement with the fact that SM is a convenient tool to transmit complaints or suggestions.

When it comes to **Entertainment**, the second dimension in which the Clusters do not differ overall, the T-test results for the three individual items do not show a significant difference between Clusters either Clusters (p>0,05) (Table 41 and 42, appendices). As for the dominant item, both agreed that they like the entertainment content provided by brands positively influences consumer attitudes and their image. Secondly, the Clusters reported to like the creative content generated by brands.

Lastly, regarding **Investigation** both the "Wine Lovers" and the "Wine Curious" agree that the information gathered through SM from brands is reliable and the T-test reveals that the segments do not differ significantly on this item (p>0,05). However, the Clusters differ in the other item within this dimension (p<0,05) as well as for the dimension as a whole (Table 43 and 44, appendices). The other item refers to the transparent integration between brands and consumers enabled by SM, with which the "Wine Lovers" seem to agree significantly more than the "Wine Curious".

4.2.6 Likelihood of following a wine brand

Additionally, the survey participants were asked if they would start following wine brand in case it was suggested in the news feed of one of the SM platforms. Two hypothetical cases were asked: if the suggested brand was previously known by them and the case in which they never heard of the suggested brand. The answer was given on a likelihood scale from 1 to 5, in which 1 means “Impossible” and 5 means “Surely”.

Comparing the Clusters on this set of questions, “Wine Lovers” indicate higher levels on both hypothetical scenarios when compared to the “Wine Curious”, meaning that the highly involved respondents are overall more willing to follow any wine brand on SM, regardless of whether the suggested brand was known or unknown to them. However, the results show that overall, the likelihood of following a brand which is already known is higher for both segments (Table 45, appendices). While only not even 1% of the “Wine Lovers” would surely follow an unknown brand, 10% of the Cluster members would “Surely” follow a brand which they know already (Tables 46 and 47, appendices). For a previously known brand, “Very likely” has the biggest group within the “Wine Lovers” (41%), while for an unknown brand, the biggest number of respondents (48,1%) reported that only maybe they would follow it. More than half of the “Wine Curious”, nearly 53%, showed to be unlikely to follow an unknown brand, while for a brand which is previously known, the biggest group among the segment is the one that would “Maybe” follow (42,2%).

Chapter 5: Main Conclusions

This research had the objective of identifying differences between differently involved wine consumers, however, with a particular application to their online behavior namely on SM interaction with wine brands. Hence, the main findings and its potential implications both in managerial and academic terms are going to be discussed throughout the present chapter, as well as the study's limitations and suggestions for future research.

5.1 Conclusions and Discussion

Product Involvement has shown to be positively correlated with the Motivations to interact with brands on SM and, subsequently, the results show that indeed the higher the level of Product Involvement the more motivated consumers are to interact. It is confirmed by the fact that the "Wine Lovers", the highly involved segment, overall presents higher levels than the "Wine Curious", across all Motivations.

The two resulting segments of this research do not differ demographically although they highly differ in their Involvement levels. This fact suggests Product Involvement as a reliable segmentation base. As said by Bruwer et al. (2002), wine consumers with demographic similarities may have important differences in other psychographic dimensions, such as wine attitudes, lifestyle and consumption patterns that should be used alternatively to segment consumers. Indeed, the two differently involved segments showed differences in what regards their Motivations, even though they are not statistically significantly different on their gender, age and income.

The "Wine Lovers" and the "Wine Curious" totally differ in their Involvement levels with wine. Just like suggested several times in previous wine literature, this research found, once more, discrepancy among consumers in terms of their Involvement levels with wine. The "Wine Lovers" represent the most involved consumers and the "Wine Curious" represent the consumers with low Involvement. The "Wine Lovers" are those who really appreciate wine. They worry about the wine they drink and see wine as an interesting product. As for the "Wine Curious", even though they show that they see wine as an interesting product too (although less), what really characterizes them is that they disagree with wine being fun, with conversations about this product keeping them interested and also disagree that wine means a lot to them, oppositely to the "Wine Lovers".

After the identification of both, a high-Involvement and a low-Involvement Cluster, these were found to statistically differ in what concerns their overall Motivations to interact. Among the five dimensions, Entertainment and Conversation are the ones in which the Clusters do not differ. Therefore, wine consumers are statistically equally motivated to interact for conversation entertainment purposes. As for Conversation, it can be considered the stronger Motivation for wine consumers, regardless of their Involvement level. This has also been suggested by the non-significant correlation between this dimension and Product Involvement.

The dimension with the strongest correlation with Product Involvement is Brand Affiliation, as it is simultaneously the Motivation in which the two segments differ the most. Thus, highly involved consumers are significantly more willing to interact with brands because they relate to the brand itself, than the less involved consumers. The second and third dimensions most correlated with Product Involvement Opportunity Seeking and Investigation, in which the differently involved segments substantially differ. What this differences between segments represent, in practical terms, is covered in more detail in the next section.

5.2 Academic and Managerial Implications

The academic contribution of segmenting wine consumers based on their Involvement with wine and then assessing the Motivations of each Cluster to interact with wine brands on SM is an originality of this study. Product Involvement has been used in literature to segment homogeneous groups of wine consumers, however, applying this construct to the recent digital behavior fields of research is not yet deeply explored. The present dissertation therefore adds insights on that direction by offering a framework. The framework developed proved to have a good reliability, as the Cronbach's α of all the measures presented very good values. The scales revealed good internal consistency and therefore are adequate to measure the constructs in the study. Comparing the results of this study with previous research findings on wine consumer segments, similarities certainly can be found in the identification of certain segments previously described by other authors.. The "Wine Lovers" naturally present great similarities with the other "Wine Lovers" Clusters that have been previously identified several times in the wine literature (Charters and Ali-Knight, 2002; Bruwer, 2002; Alebaki and Iakovidou, 2006; Houghton, 2008), as all of them share a genuine appreciation for wine and a high level of Involvement with the product. In the lower end of wine Involvement, the Cluster of "Wine Curious" being yet interested, however, less enthusiastic

and less involved with wine, share similarities with previous in wine research Clusters such as the “Hangers-on” (Charters and Ali-Knight, 2002), the "Interested but restricted" (Nella and Christou, 2012) or the "Uninvolved Consumer" (O'Mahony et al., 2006).

From a managerial perspective, knowing how different segments differ is critical in order to design more accurate and better targeted communication strategies. As wine brands follow the current digital trends, knowing how wine consumers behave on SM certainly provides useful insights to support their marketing decisions. The present research helps wine brands in this regard, by informing if and how differently involved consumers diverge in their Motivations to interact on SM. Firstly, the study shows that wine brands should invest their efforts on fostering Conversation above all the other dimensions, regardless of the level of wine Involvement of their audience. Secondly, the identification of two segments allows wine brands to design two different, more accurately targeted, strategies.

When dealing with highly involved consumers, wine brands should include offers, promotions and discounts, as Opportunity Seeking showed to be their second main Motivation to interact. Also, brands should not only inform about offers, but provide discounts directly on SM instead. Highly involved consumers, by being substantially more motivated due to brand affiliation than less involved consumers, should be the targeted audience for brand-related posts that promote brands’ identities and values at the core of the message, since that kind of content is of bigger interest of this profile of consumers. The same applies to Investigation, as it seems to significantly drive “Wine Lovers” more than the “Wine Curious”. Regarding this dimension, wine brands should mainly develop ways to leverage on the fact that this segment believes SM enables a reliable and transparent integration between them and brands. Thus, content of informative and educational nature should be targeted at more involved audiences. This segment is also more likely to follow a suggested wine brand on a Social Network and especially in the case the suggested brand is previously known by them. An eventual Instagram’s strategy should be targeted at the high involved consumers, since this platform is widely more used by them.

For the less involved, beyond fostering communication, brands should focus on building entertaining branded content such as audiovisual content or games, as it is the second stronger Motivation for this segment. Since this segment is less attached to interacting wine brands and does not use SM due to lifestyle congruency with brands themselves, brands should focus on producing

and sharing creative, compelling content which evokes emotions, in order to capture the attention of this profiles of consumers for their ultimate goals of both brand awareness and demand generation. The nature of this segment shows that wine brands should try their best to be entertaining in order to be considered worth following, since their relationship with this product category showed to be not sufficient to keep them motivated to interact on SM, as much as the segment highly involved with wine. In case of a SM strategy targeted at less involved consumers, Facebook should be the chosen platform.

As the most involved target showed to be more likely to follow suggested brands on SM, the allocation of investments of promoting SM branded pages should be more effective when targeted to consumers with these characteristics. In addition, since the likelihood of following a suggested brand is consistently higher across segments when it is made by a previously known brand, in order to increase the chance of having an effective campaign, brands should make sure to expose themselves some other way before investing in this type of tactics.

5.3 Limitations and Further Research

The present research aims to provide insights on how wine consumer segments with different wine Involvement degrees differ on Motivations to interact with wine brands on SM. However, the study as a whole has several limitations that should be highlighted.

Firstly, both the relatively small size of 316 respondents and the convenience nature of the sample inhibit the generalization of the results to a broader population scope. Since the questionnaire was distributed to a personal network, a bias in the sample's socio-demographic characteristics might have occurred, thus creating an unbalanced representation of the several variables, which is mainly visible on age and income ranges. A more diverse and representative sample of wine consumers would be beneficial for further studies on this matter, especially for a more accurate characterization of each consumer segment.

It would be interesting to explore the present subject in other countries and markets, in order to reach a broader perspective as well as uncover cross-cultural differences among wine Involvement segments and their Motivations to interact, which may derive from a different consumer relationship with wine as a product and different SM usage patterns.

Interesting future directions for research would be focusing the study on a single social network platform, which was not the case in this study once participants were asked generally about

SM. Also, even though this study has an exploratory nature, data was analyzed quantitatively. Therefore the collection of qualitative data on wine consumers Motivations to interact on SM through, for instance, in depth-interviews or focus groups, would potentially bring richer and deeper consumer insights.

Despite the mentioned limitations, the primary contribution of this study is to present a framework for assessing segments of wine consumers with different Involvement levels with wine, and their respective Motivations to interact on SM, so that wine brands can design better targeted and more effective communication strategies.

Appendices

1. Online Questionnaire

Caro participante, para completar a minha tese final de mestrado na Universidade Católica de Lisboa, a sua colaboração neste questionário de 4 minutos é essencial.O objetivo deste estudo é explorar a interacção nas Redes Sociais entre os consumidores de vinho e as marcas.A sua participação é anónima e a informação é confidencial. Responda de forma sincera pois este estudo não tem respostas certas ou erradas.
Muito obrigada,
Mónica Aragão

Q2 - Caracterize o seu interesse em Vinho, enquanto produto, através das seguintes afirmações:

	Discordo totalmente (1)	Discordo (2)	Discordo ligeiramente (3)	Não concordo nem discordo (4)	Concordo ligeiramente (5)	Concordo (6)	Concordo totalmente (7)
O vinho é importante para mim (1)	❍	❍	❍	❍	❍	❍	❍
Conversas sobre vinho interessam-me (2)	❍	❍	❍	❍	❍	❍	❍
Para mim, o vinho tem muito significado (3)	❍	❍	❍	❍	❍	❍	❍
Vejo o vinho como um produto entusiasmante (4)	❍	❍	❍	❍	❍	❍	❍
Eu gosto de vinho (5)	❍	❍	❍	❍	❍	❍	❍
Importo-me com o vinho que bebo (6)	❍	❍	❍	❍	❍	❍	❍
O Vinho é um produto interessante (7)	❍	❍	❍	❍	❍	❍	❍
O vinho é um assunto que me diverte (8)	❍	❍	❍	❍	❍	❍	❍
O vinho é apelativo para mim (9)	❍	❍	❍	❍	❍	❍	❍
Importo-me com o vinho que compro (10)	❍	❍	❍	❍	❍	❍	❍

Tenha sempre em mente apenas as marcas de vinho para o seguinte grupo de questões sobre redes sociais:

Q10 - Classifique as seguintes afirmações de acordo com quão bem descrevem o seu comportamento nas redes sociais:

	Discordo totalmente (1)	Discordo (2)	Discordo ligeiramente (3)	Não concordo nem discordo (4)	Concordo ligeiramente (5)	Concordo (9)	Concordo totalmente (7)
Geralmente sigo as marcas que se adaptam ao meu estilo de vida (1)	❍	❍	❍	❍	❍	❍	❍
Sigo algumas marcas que quero comprar no futuro, embora não possa comprar imediatamente (2)	❍	❍	❍	❍	❍	❍	❍
Sigo as marcas que consumo/compro regularmente (3)	❍	❍	❍	❍	❍	❍	❍
Acho que a minha opinião sobre uma marca graças à minha satisfação/insatisfação influecia os meus amigos nas redes sociais (4)	❍	❍	❍	❍	❍	❍	❍

Q13 - Classifique as seguintes afirmações de acordo com quão bem descrevem o seu comportamento nas redes sociais:

	Discordo totalmente (1)	Discordo (2)	Discordo ligeiramente (3)	Não concordo nem discordo (4)	Concordo ligeiramente (5)	Concordo (6)	Concordo totalmente (7)
Promoções e descontos gerados pelas marcas nas redes sociais geram vantagens para os consumidores (1)	❍	❍	❍	❍	❍	❍	❍
Ao seguir as marcas, estou informado sobre promoções e descontos sem ter de ir às lojas (2)	❍	❍	❍	❍	❍	❍	❍
Seguir as marcas nas redes sociais é útil porque consigo estar a par de novas ofertas (3)	❍	❍	❍	❍	❍	❍	❍

Q18 - Classifique as seguintes afirmações de acordo com quão bem descrevem o seu comportamento nas redes sociais:

	Discordo totalmente (1)	Discordo (2)	Discordo ligeiramente (3)	Não concordo nem discordo (4)	Concordo ligeiramente (5)	Concordo (6)	Concordo totalmente (7)
As redes sociais são uma ferramenta conveniente para os clientes transmitirem às marcas sugestões e reclamações (1)	❍	❍	❍	❍	❍	❍	❍
Acredito que redes sociais é possível comunicar instantaneamente com as marcas, sem limites físicos nem temporais (2)	❍	❍	❍	❍	❍	❍	❍
Entrar em contacto com marcas é fácil através das redes sociais pois são simples e gratuitas (3)	❍	❍	❍	❍	❍	❍	❍

Q18 - Classifique as seguintes afirmações de acordo com quão bem descrevem o seu comportamento nas redes sociais:

	Discordo totalmente (1)	Discordo (2)	Discordo ligeiramente (3)	Não concordo nem discordo (4)	Concordo ligeiramente (5)	Concordo (6)	Concordo totalmente (7)
Gosto dos conteúdos creativos criados pelas marcas nas redes sociais, como fotografias e vídeos (1)	❍	❍	❍	❍	❍	❍	❍
Vídeos ou passatempos publicados pelas marcas nas redes sociais divertem-me (2)	❍	❍	❍	❍	❍	❍	❍
Os conteúdos de entretenimento criados pelas marcas contribuem para uma boa imagem dessas marcas (3)	❍	❍	❍	❍	❍	❍	❍

Q20 - Classifique as seguintes afirmações de acordo com o quão bem descrevem o seu comportamento nas redes sociais:

	Discordo totalmente (1)	Discordo (2)	Discordo ligeiramente (3)	Não concordo nem discordo (4)	Concordo ligeiramente (5)	Concordo (6)	Concordo totalmente (7)
A informação relativa aos produtos que é possível obter nas redes sociais é credível (1)	❍	❍	❍	❍	❍	❍	❍
As redes sociais são uma fonte confiável de informação pois permitem que haja transparência entre marcas e consumidores (2)	❍	❍	❍	❍	❍	❍	❍

Q25 - Suponha que uma marca de vinho da qual nunca ouviu falar, lhe foi sugerida no feed de uma rede social. Indique a probabilidade de passar a seguir essa marca:

- ❍ Impossível (1)
- ❍ Pouco provável (2)
- ❍ Talvez (3)
- ❍ Muito Provável (4)
- ❍ Certamente (5)

Q26 - Suponha que uma marca de vinho que já conhece, lhe foi sugerida no feed de uma rede social. Indique a probabilidade de passar a seguir essa marca:

- ❍ Impossível (1)
- ❍ Pouco provável (2)
- ❍ Talvez (3)
- ❍ Muito provável (4)
- ❍ Certamente (5)

Q30 - Em que redes sociais segue marcas de vinho? (Pode seleccionar mais que uma)

- ❑ Facebook (1)
- ❑ Instagram (2)
- ❑ Twitter (3)
- ❑ Snapchat (6)
- ❑ Youtube (7)
- ❑ Pinterest (4)
- ❑ LinkedIn (5)
- ❑ Outra (8) _____

Q24 - Quanto tempo passa por dia nas redes sociais?

- 0-2h (1)
- 3-5h (2)
- 6-8h (3)
- 9-11h (4)
- 12h+ (5)

Q29 – Nacionalidade:

- Portuguesa (1)
- Outra (2)

Q27 – Género:

- Feminino (1)
- Masculino (2)

Q28 - Idade:

- 18-24 (1)
- 25-34 (2)
- 35-44 (3)
- 45-54 (4)
- 55-64 (5)
- >65 (6)

Q29 - Rendimento mensal líquido do agregado familiar:

- < €700 (1)
- €700-€1000 (2)
- €1000-€2000 (3)
- €2000-€4000 (4)
- > €4000 (5)

Table 1. Translation and adaptation of "A Revised Product Involvement Inventory"

"A Revised Product Involvement Inventory" (McQuarrie and Munson, 1992)		
Items		
Variable	Original	Translation and Adaptation
Product Involvement	Wine is important to me	O vinho é importante para mim
	Conversations about wine keep me interested	Conversas sobre vinho interessam-me
	Wine means a lot to me	Para mim, o vinho tem muito significado
	I perceive wine as an exciting product	Vejo o vinho como um produto entusiasmante
	I like wine	Eu gosto de vinho
	Wine matters to me	Importo-me com o vinho que bebo
	Wine is an interesting product	O Vinho é um produto interessante
	Wine is great fun	O vinho é um assunto que me diverte
	Wine is appealing to me	O vinho é apelativo para mim
	I care about the wine I buy	Importo-me com o vinho que compro

Codification: 1- Discordo totalmente, 2- Discordo, 3- Discordo ligeiramente, 4- Não concordo nem concordo, 4-Concordo ligeiramente, 5-Concordo, 6- Concordo totalmente; **Classification:** quantitative, interval

Table 2. Translation and adaptation of "Social Media Motivations Scale"

"Social Media Motivations Scale" (Enginkaya and Yilmaz, 2014)		
Items		
Variable	Original	Translation and Adaptation
Brand Affiliation	I generally follow the brands on SM which are congruent with my life style	Geralmente sigo as marcas que se adaptam ao meu estilo de vida
	On SM, I follow some brands that I fancy to buy in future, although I can't afford buying right now	Sigo algumas marcas que quero comprar no futuro, embora não possa comprar imediatamente
	I follow the brands on SM which I consume and/or purchase often.	Sigo as marcas que consumo/compro regularmente
	I think that my Involvement with a brand on SM due to my satisfaction / dissatisfaction influences my friends in my social network	Acho que a minha opinião sobre uma marca graças à minha satisfação/insatisfação influecia os meus amigos nas redes sociais

Opportunity Seeking	Promotions and discount campaigns offered on SM by the brands generate financial benefits for the customers	Promoções e descontos gerados pelas marcas nas redes sociais geram vantagens para os consumidores
	By following the SM pages of brands, I can be informed of the discounts and promotions without visiting any stores and/or shops.	Ao seguir as marcas, estou informado sobre promoções e descontos sem ter de ir às lojas
	Following brands on SM helps me to get information about new offerings	Seguir as marcas nas redes sociais é útil porque consigo estar a par de novas ofertas
Conversation	To me, SM is a very convenient tool for the customers to transmit their complaints and suggestions to the brands	As redes sociais são uma ferramenta conveniente para os clientes transmitirem às marcas sugestões e reclamações
	I think it is possible to communicate instantly with brands on SM without any time and space boundaries	Acredito que redes sociais é possível comunicar instantaneamente com as marcas, sem limites físicos nem temporais
	Getting in to contact with companies is easy through SM because it's simple and free.	Entrar em contacto com marcas é fácil através das redes sociais pois são simples e gratuitas
Entertainment	I like the influential and creative contents on SM which were generated by the brands	Gosto dos conteúdos creativos criados pelas marcas nas redes sociais, como fotografias e vídeos
	Games and / or videos created by brands, provides opportunity for me to have fun time over SM.	Vídeos ou passatempos publicados pelas marcas nas redes sociais divertem-me
	I think the entertaining content provided by a brand on SM positively influences the customer attitudes and company's image	Os conteúdos de entretenimento criados pelas marcas contribuem para uma boa imagem dessas marcas
Investigation	I believe that the product related information which can be gathered from SM is relatively reliable	A informação relativa aos produtos que é possível obter nas redes sociais é credível
	SM provides a reliable information resource by enabling a transparent integration between brands and consumers	As redes sociais são uma fonte confiável de informação pois permitem que haja transparência entre marcas e consumidores

Codification: 1- Discordo totalmente, 2- Discordo, 3- Discordo ligeiramente, 4- Não concordo nem concordo, 4- Concordo ligeiramente, 5-Concordo, 6- Concordo totalmente; **Classification:** quantitative, interval

Table 3. Nationality

	Frequency	Percent	Cumulative Percent
Portuguese	316	100,0	100,0

Table 4. Gender

	Frequency	Percent	Cumulative Percent
Female	119	37,7	37,7
Male	197	62,3	100,0
Total	316	100,0	

Table 5. Age

	Frequency	Percent	Cumulative Percent
18-24	120	38,0	38,0
25-34	159	50,3	88,3
35-44	23	7,3	95,6
45-54	11	3,5	99,1
55-64	3	0,9	100,0
Total	316	100,0	

Table 6. Monthly Income (Net)

	Frequency	Percent	Cumulative Percent
< €700	46	14,6	14,6
€700-€1000	83	26,3	40,8
€1000-€2000	105	33,2	74,1
€2000-€4000	52	16,5	90,5
> €4000	30	9,5	100,0
Total	316	100,0	

Table 7. How much time per day are you on SM?

	Frequency	Percent	Cumulative Percent
0-2h	140	44,3	44,3
3-5h	128	40,5	84,8
6-8h	39	12,3	97,2
9-11h	5	1,6	98,7
12h+	4	1,3	100,0
Total	316	100,0	

Table 8 – Univariate Outliers

Item	Item Code	N of Univariate Outliers
Wine is important to me	PI1	0
Conversations about wine keep me interested	PI2	0
Wine means a lot to me	PI3	0
I perceive wine as an exciting product	PI4	0
I like wine	PI5	0
Wine matters to me	PI6	0
Wine is an interesting product	PI7	6
Wine is great fun	PI8	0
Wine is appealing to me	PI9	0
I care about the wine I buy	PI10	0
I generally follow the brands on SM (SM) which are congruent with my life style	BA1	0
On SM, I follow some brands that I fancy to buy in future (…)	BA2	0
I follow the brands on SM which I consume and/or purchase often.	BA3	0
I think that my Involvement with a brand on SM due to my satisfaction (…)	BA4	0
Promotions and discount campaigns offered on SM by the brands generate (…)	OS1	0
By following the SM pages of brands, I can be informed of the discounts (…)	OS2	0
Following brands on SM helps me to get information about new offerings	OS3	0
To me, SM (SM) is a very convenient tool for the customers to transmit (…)	CO1	3
I think it is possible to communicate instantly with brands on SM without (…)	CO2	0
Getting in to contact with companies is easy through SM because it's simple (…)	CO3	0
I like the influential and creative contents on SM which were generated (…)	EN1	0
Games and / or videos created by brands, provides opportunity for me to (…)	EN2	0
I think the entertaining content provided by a brand on SM positively (…)	EN3	6
I believe that the product related information which can be gathered from (…)	IN1	0
SM provides a reliable information resource by enabling a transparent (…)	IN2	0

Table 9. Rotated Component Matrix

	Component					
	1	2	3	4	5	6
PI - Wine is appealing to me	0,882	0,07	0,042	0,034	0,114	0,049
PI - Wine is important to me	0,86	0,071	-0,006	0,01	0,041	0,085
PI - I perceive wine as an exciting product	0,851	0,078	0,069	0,003	0,11	-0,003
PI - I like wine	0,83	0,054	0,015	0,112	-0,091	-0,044
PI - Wine means a lot to me	0,827	0,148	-0,05	-0,088	0,136	0,083
PI - I care about the wine I buy	0,815	0,054	0,053	0,176	-0,145	0,02
PI - The wine I drink matters to me	0,811	0,082	0,055	0,155	-0,163	0,041
PI - Conversations about wine keep me interested	0,801	0,166	-0,054	0,005	0,128	0,099
PI - Wine is a great fun	0,798	0,08	-0,027	-0,022	0,264	0,131
PI - Wine is an interesting product	0,722	0,074	0,181	0,069	-0,006	-0,046
BA - I follow the brands which I consume and/or purchase often	0,183	0,836	-0,02	0,208	0,119	-0,016
BA - I generally follow the brands which are congruent with my life style	0,05	0,819	-0,016	0,137	0,086	0,048
BA - I follow some brands that I fancy to buy in future, although I can't afford buying right now	0,126	0,807	-0,035	0,214	0,131	0,009
BA - I think my opinion about a brand due to my satisfaction/dissatisfaction influences my friends in SM	0,177	0,646	0,178	0,102	0,062	0,043
CO - I think it is possible to communicate instantly with brands on SM without any time and space boundaries	0,034	0,044	0,909	0,013	0,124	0,105
CO - Getting in contact with companies is easy through SM because it's simple and free	0,053	0,044	0,85	0,153	0,136	0,178
CO - SM is a very convenient tool for the customers to transmit their complaints and suggestions to the brands	0,048	0,01	0,762	0,237	0,224	0,121
OS - By following the brands, I can be informed of the discounts/promotions without visiting the stores	0,031	0,219	0,104	0,837	0,166	0,127
OS - Following brands on SM helps me to get information about new offerings	0,074	0,284	0,148	0,792	0,26	0,152
OS - Promotions and discount campaigns offered on SM by the brands generate financial benefits for the customers	0,15	0,265	0,173	0,745	0,15	0,013
EN - Games and/or videos created by brands, make me have fun time over SM	0,059	0,232	0,151	0,036	0,793	0,196
EN - I think the entertaining content provided by a brand on SM positively influences the customer attitudes and company's image	0,035	0,048	0,194	0,329	0,77	0,109
EN - I like the creative contents on SM which were generated by the brands	0,086	0,171	0,222	0,287	0,765	0,119
IN - I believe that the product related information which can be gathered from SM is reliable	0,099	0,037	0,168	0,136	0,165	0,866
IN - SM provides a reliable information resource by enabling a transparent integration between brands and consumers	0,103	0,034	0,217	0,1	0,182	0,854

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Table 10. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,884
Bartlett's Test of Sphericity	Approx. Chi-Square	5574,066
	df	300
	Sig.	0,000

Table 11. Principal Component Analysis - Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8,052	32,206	32,206	8,052	32,206	32,206	6,886	27,545	27,545
2	4,526	18,106	50,312	4,526	18,106	50,312	2,820	11,279	38,824
3	2,415	9,658	59,970	2,415	9,658	59,970	2,463	9,851	48,675
4	1,355	5,421	65,391	1,355	5,421	65,391	2,382	9,527	58,202
5	1,143	4,573	69,964	1,143	4,573	69,964	2,300	9,199	67,401
6	1,054	4,214	74,178	1,054	4,214	74,178	1,694	6,778	74,178

Extraction Method: Principal Component Analysis.

Table 12. Product Involvement Scale Descriptives

"A Revised Product Involvement Inventory" (McQuarrie and Munson, 1992)				
Synthetic index: Product Involvement				
Item	Mean	Standard Deviation	Cronbach's α	Synthetic index's Mean
Wine is important to me	4,71	1,738	0,949	5,0709
Conversations about wine keep me interested	4,63	1,605		
Wine means a lot to me	4,44	1,712		
I perceive wine as an exciting product	5,08	1,648		
I like wine	5,55	1,631		
Wine matters to me	5,48	1,513		
Wine is an interesting product	5,74	1,186		
Wine is great fun	4,54	1,687		
Wine is appealing to me	4,97	1,609		
I care about the wine I buy	5,57	1,522		

Table 13. Brand Affiliation Descriptives

"Social Media Motivations Scale" (Enginkaya and Yilmaz, 2014)				
Synthetic index: Brand Affiliation				
Item	Mean	Standard Deviation	Cronbach's α	Synthetic index's Mean
I generally follow the brands on SM which are congruent with my life style	4,51	2,686	0,835	4,3813
On SM, I follow some brands that I fancy to buy in future, although I can't afford buying right now	4,34	2,700		
I follow the brands on SM which I consume and/or purchase often.	4,58	2,869		
I think that my Involvement with a brand on SM due to my satisfaction / dissatisfaction influences my friends in my social network	4,10	2,382		

Table 14. Opportunity Seeking Descriptives

"Social Media Motivations Scale" (Enginkaya and Yilmaz, 2014)				
Synthetic index: Opportunity Seeking				
Item	Mean	Standard Deviation	Cronbach's α	Synthetic index's Mean
Promotions and discount campaigns offered on SM by the brands generate financial benefits for the customers	5,31	1,519	0,866	5,1593
By following the SM pages of brands, I can be informed of the discounts and promotions without visiting any stores and/or shops.	5,01	1,522		
Following brands on SM helps me to get information about new offerings	5,16	1,493		

Table 15. Conversation Descriptives

"Social Media Motivations Scale" (Enginkaya and Yilmaz, 2014)				
Synthetic index: Conversation				
Item	Mean	Standard Deviation	Cronbach's α	Synthetic index's Mean

To me, SM is a very convenient tool for the customers to transmit their complaints and suggestions to the brands	5,54	1,283	0,861	5,3576
I think it is possible to communicate instantly with brands on SM without any time and space boundaries	5,22	1,457		
Getting in to contact with companies is easy through SM because it's simple and free.	5,31	1,382		

Table 16. Entertainment Descriptives

"Social Media Motivations Scale" (Enginkaya and Yilmaz, 2014)				
Synthetic index: Entertainment				
Item	Mean	Standard Deviation	Cronbach's α	Synthetic index's Mean
I like the influential and creative contents on SM which were generated by the brands	5,31	1,377	0,839	5,1783
Games and / or videos created by brands, provides opportunity for me to have fun time over SM.	4,73	1,498		
I think the entertaining content provided by a brand on SM positively influences the customer attitudes and company's image	5,50	1,259		

Table 17. Investigation Descriptives

"Social Media Motivations Scale" (Enginkaya and Yilmaz, 2014)				
Synthetic index: Investigation				
Item	Mean	Standard Deviation	Cronbach's α	Synthetic index's Mean
I believe that the product related information which can be gathered from SM is relatively reliable	4,71	1,271	0,805	4,6092
SM provides a reliable information resource by enabling a transparent integration between brands and consumers	4,51	1,444		

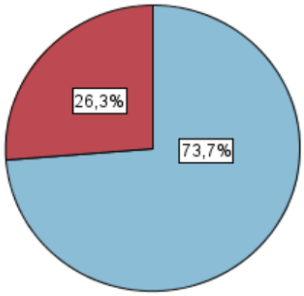
Table 18. SM Motivations Scale Descriptives

"Social Media Motivations Scale" (Enginkaya and Yilmaz, 2014)				
Synthetic index: Overall Motivations				
Item	Mean	Standard Deviation	Cronbach's α	Synthetic index's Mean

Brand Affiliation	4,38	2,17912	0,858	4,9371
Opportunity Seeking	5,16	1,34267		
Conversation	5,36	1,21677		
Entertainment	5,18	1,20121		
Investigation	4,61	1,24465		

Fig. 1. Cluster Quality

Fig. 2. Cluster Sizes



Size of Smallest Cluster	83 (26,3%)
Size of Largest Cluster	233 (73,7%)
Ratio of Sizes: Largest Cluster to Smallest Cluster	2,81

Fig. 3. Cluster Predictor Importance

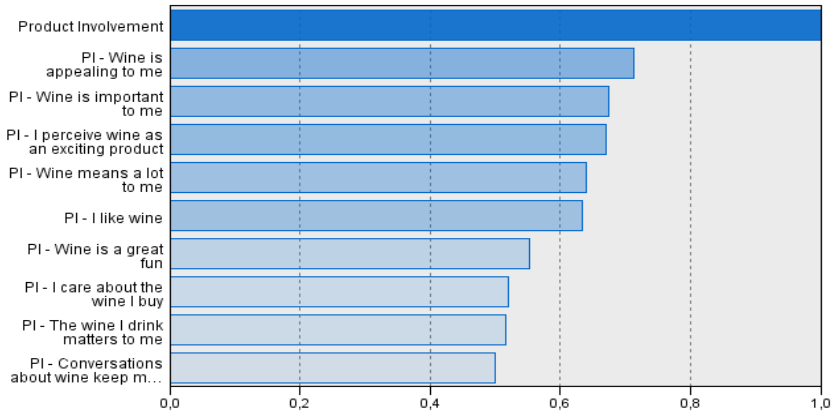


Table 19. Cluster's Product Involvement total means comparison

TwoStep Cluster Number	Mean	St. Dev
1	5,7026	0,68273
2	3,2976	1,01777
Total	5,0709	1,31783

Table 20. Cluster's Product Involvement item means comparison

TwoStep Cluster Number		PI - Wine is important to me	PI - Conversations about wine keep me interested	PI - Wine means a lot to me	PI - I perceive wine as an exciting product	PI - I like wine	PI - The wine I drink matters to me	PI - Wine is an interesting product	PI - Wine is a great fun	PI - Wine is appealing to me	PI - I care about the wine I buy
1	Mean	5,44	5,24	5,15	5,78	6,23	6,06	6,12	5,21	5,66	6,15
	St. Dev	1,162	1,178	1,230	1,005	0,843	0,778	0,758	1,266	0,956	0,782
2	Mean	2,65	2,93	2,45	3,13	3,66	3,86	4,66	2,69	3,02	3,93
	St. Dev	1,401	1,412	1,242	1,536	1,816	1,862	1,476	1,287	1,473	1,866

Table 21. TwoStep Cluster Number * Gender Crosstabulation

		Gender		Total
		Female	Male	
	Wine Lovers	86	147	233
	Wine Curious	33	50	83
Total		119	197	316

Table 22. Chi-Square Tests - TwoStep Cluster Number * Gender

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	0,212[a]	1	0,646		
Continuity Correction[b]	0,108	1	0,743		
Likelihood Ratio	0,211	1	0,646		
Fisher's Exact Test				0,693	0,370
Linear-by-Linear Association	0,211	1	0,646		
N of Valid Cases	316				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 31,26.

b. Computed only for a 2x2 table

Table 23. TwoStep Cluster Number * Age Crosstabulation

		Age					Total
		18-24	25-34	35-44	45-54	55-64	
	Wine Lovers	81	122	20	7	3	233
	Wine Curious	39	37	3	4	0	83
Total		120	159	23	11	3	316

Table 24. Chi-Square Tests - TwoStep Cluster Number * Age

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6,869[a]	4	0,143
Likelihood Ratio	7,823	4	0,098
Linear-by-Linear Association	2,924	1	0,087
N of Valid Cases	316		

a. 3 cells (30,0%) have expected count less than 5. The minimum expected count is 0,79.

Table 25. TwoStep Cluster Number * Monthly Income (Net) Crosstabulation

		Monthly Income (Net)					Total
		< €700	€700-€1000	€1000-€2000	€2000-€4000	> €4000	
	Wine Lovers	35	63	78	37	20	233
	Wine Curious	11	20	27	15	10	83
Total		46	83	105	52	30	316

Table 26. Chi-Square Tests - TwoStep Cluster Number * Monthly Income (Net)

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1,302[a]	4	0,861
Likelihood Ratio	1,267	4	0,867
Linear-by-Linear Association	1,100	1	0,294
N of Valid Cases	316		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 7,88.

Table 27. How much time per day are you on SM? * TwoStep Cluster Number Crosstabulation

		TwoStep Cluster Number		Total
		1	2	
How much time per day are you on SM?	0-2h	104	36	140
	3-5h	94	34	128
	6-8h	32	7	39
	9-11h	3	2	5
	12h+	0	4	4
Total		233	83	316

Table 28. Chi-Square Tests - How much time per day are you on SM? * TwoStep Cluster Number

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13,137[a]	4	0,011
Likelihood Ratio	12,679	4	0,013
Linear-by-Linear Association	1,436	1	0,231
N of Valid Cases	316		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is 1,05.

Table 29. SM Platforms usage per Cluster

In which SM platforms do you follow wine brands?								
TwoStep Cluster Number		Facebook	Instagram	Twitter	Pinterest	LinkedIn	Youtube	Another
1	N	175	44	6	6	9	17	19
	% total N	78,8%	88,0%	100,0%	75,0%	81,8%	85,0%	76,0%
2	N	47	6		2	2	3	6
	% total N	21,2%	12,0%		25,0%	18,2%	15,0%	24,0%
Total	N	222	50	6	8	11	20	25

Table 30. One-way ANOVA - Cluster * Overall Motivations - Descriptives

Cluster	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	233	5,0743	0,95909	0,06283	4,9505	5,1981	1,80	6,78
2	83	4,5520	0,99047	0,10872	4,3357	4,7683	1,00	6,43
Total	316	4,9371	0,99291	0,05586	4,8272	5,0470	1,00	6,78

Table 31. One-way ANOVA - Cluster * Overall Motivations

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16,696	1	16,696	17,841	0,000
Within Groups	293,852	314	0,936		
Total	310,548	315			

Table 32. Means Comparison Table Report – Cluster Motivations

Dimension	TwoStep Cluster Number		
	Wine Lovers	Wine Curious	Total
Brand Affiliation	4,68	3,55	4,38
Opportunity Seeking	5,29	4,80	5,16
Conversation	5,44	5,13	5,36
Entertainment	5,25	4,98	5,18
Investigation	4,72	4,31	4,61

Table 33. One-way ANOVA - Cluster * Motivation Dimensions - Descriptives

Dimension	Cluster	N	Mean	Std. Dev.	Std. Error	95% Confidence Interval for Mean		Min.	Max.
						Lower Bound	Upper Bound		
Brand Affiliation	1	233	4,6792	2,06360	0,13519	4,4128	4,9455	1,00	9,00
	2	83	3,5452	2,28767	0,25110	3,0457	4,0447	1,00	9,00
	Total	316	4,3813	2,17912	0,12259	4,1401	4,6225	1,00	9,00
Opportunity Seeking	1	233	5,2890	1,25771	0,08240	5,1266	5,4513	1,00	7,00
	2	83	4,7952	1,50593	0,16530	4,4664	5,1240	1,00	7,00
	Total	316	5,1593	1,34267	0,07553	5,0107	5,3079	1,00	7,00
Conversation	1	233	5,4378	1,15969	0,07597	5,2881	5,5875	1,00	7,00
	2	83	5,1325	1,34642	0,14779	4,8385	5,4265	1,00	7,00
	Total	316	5,3576	1,21677	0,06845	5,2229	5,4923	1,00	7,00
Entertainment	1	233	5,2489	1,15388	0,07559	5,1000	5,3979	1,00	7,00
	2	83	4,9799	1,31218	0,14403	4,6934	5,2664	1,00	7,00
	Total	316	5,1783	1,20121	0,06757	5,0453	5,3112	1,00	7,00
Investigation	1	233	4,7167	1,24966	0,08187	4,5554	4,8780	1,00	7,00
	2	83	4,3072	1,18638	0,13022	4,0482	4,5663	1,00	6,00
	Total	316	4,6092	1,24465	0,07002	4,4714	4,7469	1,00	7,00

Table 34. One-way ANOVA - Cluster * Motivation Dimensions – Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.

Brand Affiliation	1,022	1	314	0,313
Opportunity Seeking	1,267	1	314	0,261
Conversation	3,114	1	314	0,079
Entertainment	0,426	1	314	0,514
Investigation	0,090	1	314	0,764

Table 35. Independent Samples T-Test - Cluster * Brand Affiliation Items - Descriptives

	TwoStep Cluster Number	N	Mean	Std. Deviation	Std. Error Mean
BA - I generally follow the brands which are congruent with my life style	1	233	4,70	2,633	0,173
	2	83	3,96	2,774	0,304
BA - I follow some brands that I fancy to buy in future, although I can't afford buying right now	1	233	4,65	2,655	0,174
	2	83	3,46	2,647	0,291
BA - I follow the brands which I consume and/or purchase often	1	233	4,96	2,838	0,186
	2	83	3,52	2,698	0,296
BA - I think my opinion about a brand due to my satisfaction/dissatisfaction influences my friends on SM	1	233	4,41	2,318	0,152
	2	83	3,24	2,361	0,259

Table 36. Independent Samples T-Test – Cluster * Brand Affiliation Items

		Levene's Test		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Conf. Interval of the Difference	
									Lower	Upper
BA - I generally follow the brands which are congruent with my life style	Equal variances assumed	0,927	0,336	2,155	314	0,032	0,736	0,341	0,064	1,407
	Equal variances not assumed			2,102	138,083	0,037	0,736	0,350	0,044	1,428
BA - I follow some brands that I fancy to buy in	Equal variances assumed	0,089	0,766	3,510	314	0,001	1,190	0,339	0,523	1,857

future, although I can't afford buying right now	Equal variances not assumed			3,515	144,720	0,001	1,190	0,339	0,521	1,860
BA - I follow the brands which I consume and/or purchase often	Equal variances assumed	0,756	0,385	4,030	314	0,000	1,443	0,358	0,739	2,148
	Equal variances not assumed			4,128	151,107	0,000	1,443	0,350	0,752	2,134
BA - I think my opinion about a brand due to my satisfaction/dissatisfaction influences my friends on SM	Equal variances assumed	0,243	0,622	3,919	314	0,000	1,167	0,298	0,581	1,753
	Equal variances not assumed			3,884	142,034	0,000	1,167	0,300	0,573	1,761

Table 37. Independent Samples T-Test - Cluster * Opportunity Seeking Items - Descriptives

	TwoStep Cluster Number	N	Mean	Std. Deviation	Std. Error Mean
OS - Promotions and discount campaigns offered on SM by the brands generate financial benefits for the customers	1	233	5,47	1,429	0,094
	2	83	4,84	1,671	0,183
OS - By following the brands, I can be informed of the discounts/promotions without visiting the stores	1	233	5,12	1,477	0,097
	2	83	4,72	1,618	0,178
OS - Following brands on SM helps me to get information about new offerings	1	233	5,28	1,419	0,093
	2	83	4,82	1,646	0,181

Table 38. Independent Samples T-Test - Cluster * Opportunity Seeking Items

	Levene's Test		t-test for Equality of Means						
								95% Conf. Interval of Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper

OS - Promotions and discount campaigns offered on SM by the brands generate financial benefits for the customers	Equal variances assumed	1,357	0,245	3,287	314	0,001	0,629	0,191	0,252	1,005
	Equal variances not assumed			3,053	127,269	0,003	0,629	0,206	0,221	1,036
OS - By following the brands, I can be informed of the discounts/promotions without visiting the stores	Equal variances assumed	1,067	0,302	2,030	314	0,043	0,393	0,194	0,012	0,774
	Equal variances not assumed			1,943	133,727	0,054	0,393	0,202	-0,007	0,793
OS - Following brands on SM helps me to get information about new offerings	Equal variances assumed	1,582	0,209	2,427	314	0,016	0,460	0,189	0,087	0,832
	Equal variances not assumed			2,262	127,940	0,025	0,460	0,203	0,058	0,862

Table 39. Independent Samples T-Test - Cluster * Conversation Items - Descriptives

	TwoStep Cluster Number	N	Mean	Std. Deviation	Std. Error Mean
CO - SM is a very convenient tool for the customers to transmit their complaints and suggestions to the brands	1	233	5,61	1,220	0,080
	2	83	5,33	1,432	0,157
CO - I think it is possible to communicate instantly with brands on SM without any time and space boundaries	1	233	5,31	1,408	0,092
	2	83	4,96	1,565	0,172
CO - Getting in contact with companies is easy through SM because it's simple and free	1	233	5,39	1,351	0,088
	2	83	5,11	1,457	0,160

Table 40. Independent Samples T-Test - Cluster * Conversation Items

		Levene's Test		t-test for Equality of Means						
									95% Conf. Interval of Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CO - SM is a very convenient tool for the customers to transmit their complaints and suggestions to the brands	Equal variances assumed	3,004	0,084	1,765	314	0,079	0,288	0,163	-0,033	0,610
	Equal variances not assumed			1,635	126,859	0,104	0,288	0,176	-0,061	0,637
CO - I think it is possible to communicate instantly with brands on SM without any time and space boundaries	Equal variances assumed	2,006	0,158	1,884	314	0,060	0,349	0,185	-0,015	0,714
	Equal variances not assumed			1,792	132,227	0,075	0,349	0,195	-0,036	0,735
CO - Getting in contact with companies is easy through SM because it's simple and free	Equal variances assumed	1,064	0,303	1,576	314	0,116	0,278	0,176	-0,069	0,625
	Equal variances not assumed			1,520	135,419	0,131	0,278	0,183	-0,084	0,639

Table 41. Independent Samples T-Test - Cluster * Entertainment Items - Descriptives

	TwoStep Cluster Number	N	Mean	Std. Deviation	Std. Error Mean
EN - I like the creative contents on SM which were generated by the brands	1	233	5,40	1,339	0,088
	2	83	5,05	1,456	0,160
EN - Games and/or videos created by brands, make me have fun time over SM	1	233	4,81	1,495	0,098
	2	83	4,51	1,493	0,164
EN - I think the entertaining content provided by a brand on SM positively influences the customer attitudes and company's image	1	233	5,54	1,174	0,077
	2	83	5,39	1,472	0,162

Table 42. Independent Samples T-Test - Cluster * Entertainment Items

		Levene's Test		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Conf. Interval of Difference	
									Lower	Upper
EN - I like the creative contents on SM which were generated by the brands	Equal variances assumed	0,004	0,952	2,003	314	0,056	0,351	0,175	0,006	0,696
	Equal variances not assumed			1,925	134,534	0,066	0,351	0,182	-0,010	0,711
EN - Games and/or videos created by brands, make me have fun time over SM	Equal variances assumed	0,016	0,901	1,575	314	0,116	0,301	0,191	-0,075	0,677
	Equal variances not assumed			1,576	144,507	0,117	0,301	0,191	-0,076	0,678
EN - I think the entertaining content provided	Equal variances assumed	4,165	0,042	,965	314	0,335	0,155	0,161	-0,161	0,472

by a brand on SM positively influences the customer attitudes and company's image	Equal variances not assumed			,867	121,188	0,387	0,155	0,179	-0,199	0,509

Table 43. Independent Samples T-Test - Cluster * Investigation Items - Descriptives

	TwoStep Cluster Number	N	Mean	Std. Deviation	Std. Error Mean
IN - I believe that the product related information which can be gathered from SM is reliable	1	233	4,78	1,296	0,085
	2	83	4,51	1,183	0,130
IN - SM provides a reliable information resource by enabling a transparent integration between brands and consumers	1	233	4,65	1,452	0,095
	2	83	4,11	1,353	0,148

Table 44. Independent Samples T-Test - Cluster * Investigation Items

		Levene's Test		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Conf. Interval of Difference	
									Lower	Upper
IN - I believe that the product related information which can be gathered from SM is reliable	Equal variances assumed	0,372	0,542	1,698	314	0,091	0,275	0,162	-0,044	0,594
	Equal variances not assumed			1,773	157,001	0,078	0,275	0,155	-0,031	0,582
IN - SM provides a reliable information	Equal variances assumed	0,052	0,820	2,983	314	0,003	0,544	0,182	0,185	0,903

resource by enabling a transparent integration between brands and consumers	Equal variances not assumed			3,085	153,926	0,002	0,544	0,176	0,196	0,892

Table 45. Descriptives - Cluster * Likelihood of following a suggested brand

	Cluster	N	Mean	Std. Deviation	Std. Error Mean
If a wine brand that you have **NEVER** heard of, was suggested in your news feed, how likely would you follow it?	Wine Lovers	233	2,69	0,771	0,050
	Wine Curious	83	2,24	0,774	0,085
If a wine brand that you have **ALREADY** heard of, was suggested in your news feed, how likely would you follow it?	Wine Lovers	233	3,46	0,909	0,060
	Wine Curious	83	2,76	0,945	0,104

Table 46. TwoStep Cluster Number * Suggested brand NEVER heard of - Crosstabulation

			If a wine brand that you have NEVER heard of, was suggested in your news feed, how likely would you follow it?					Total
			Impossible	Unlikely	Maybe	Likely	Surely	
TwoStep Cluster Number	1	Count	12	79	112	29	1	233
		% within Cluster	5,2%	33,9%	48,1%	12,4%	0,4%	100,0%
	2	Count	12	44	22	5	0	83
		% within Cluster	14,5%	53,0%	26,5%	6,0%	0,0%	100,0%
Total		Count	24	123	134	34	1	316
		% within Cluster	7,6%	38,9%	42,4%	10,8%	0,3%	100,0%

Table 47. TwoStep Cluster Number * Suggested brand ALREADY heard of - Crosstabulation

			If a wine brand that you have ALREADY heard of, was suggested in your news feed, how likely would you follow it?					Total
			Impossible	Unlikely	Maybe	Likely	Surely	
TwoStep Cluster Number	1	Count	4	30	79	95	25	233
		% within Cluster	1,7%	12,9%	33,9%	40,8%	10,7%	100,0%
	2	Count	6	27	35	11	4	83
		% within Cluster	7,2%	32,5%	42,2%	13,3%	4,8%	100,0%
Total		Count	10	57	114	106	29	316
		% within Cluster	3,2%	18,0%	36,1%	33,5%	9,2%	100,0%

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